Vol. VIII, No. 7 66 July, 1932

SOAP

THE JOHN CRERAR LIBRARY
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with which is included an

Insecticide & Disinfectant Section

Published by MACNAIR-DORLAND COMPANY, INC., 136 Liberty Street, New York

Domestic

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GERANIOL
BENZOPHENONE
BENZYL ACETATE
METHYL CINNAMATE
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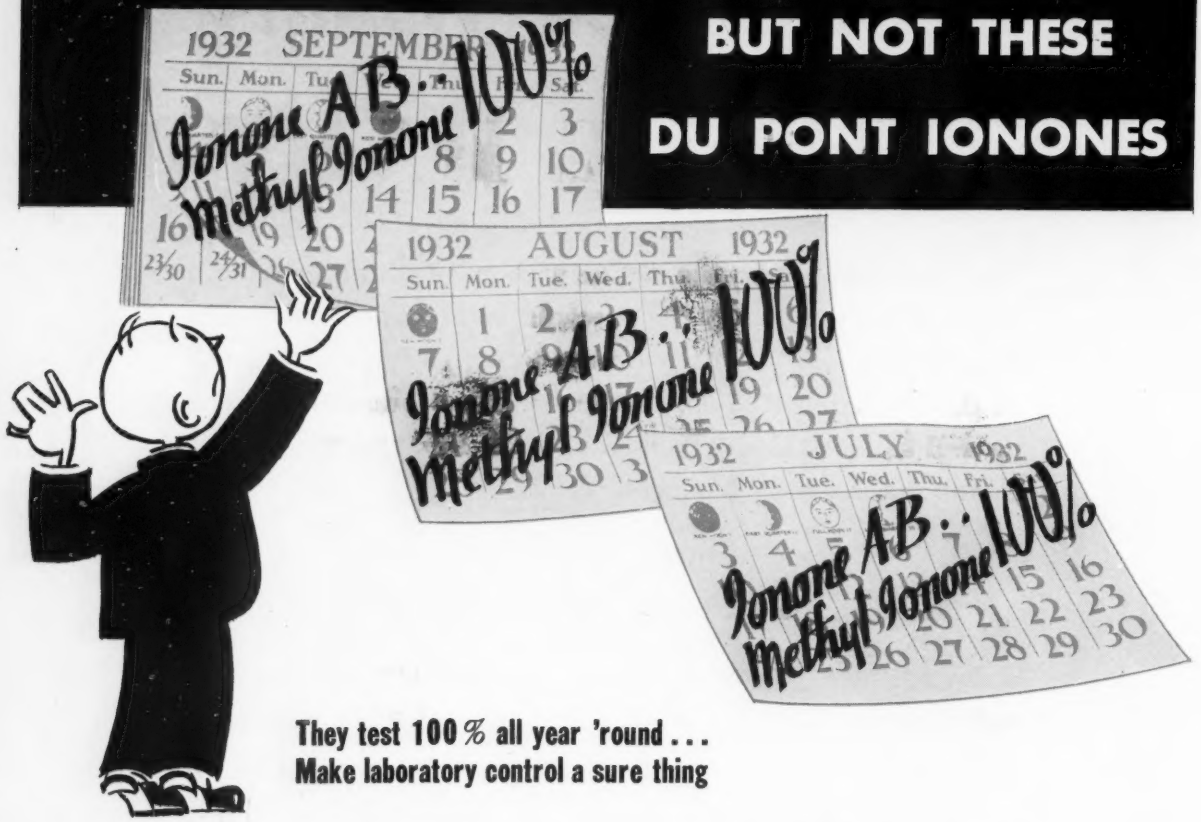

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SOAP

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Insecticide & Disinfectant Section **Production Section**

Volume VIII July, 1932 Number 7

«

INSECTICIDE and Disinfectant Section, which is included as a department of every issue of SOAP, begins on page 73 Oil, Fat & Soap Production Section begins on page 61. These sections contain news, articles and editorial opinion of particular interest to their respective industries.

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Published monthly on the 15th by

MACNAIR-DORLAND COMPANY, INC.

Ira P. MacNair Grant A. Dorland

136 LIBERTY STREET PUBLISHERS NEW YORK, N. Y.

Subscription rate $3.00 per year. Canadian, $5.00. Copy closing dates—7th of month of issue for reading matter and 25th of month preceding month of issue for display advertising. Entered as second-class matter, April 11, 1931. at Post Office, New York, N. Y., under act of March 3, 1879. Circulation, June, 1932, issue 3,166 copies. Total distribution 3,400.

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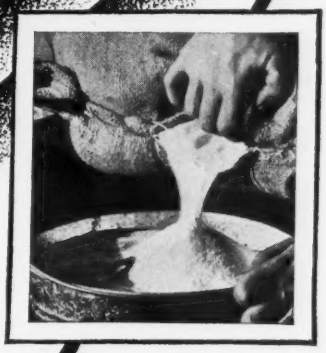

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OUR large, modern manufacturing facilities as the leading American source of supply for Methyl Anthranilate are devoted to constantly improving the quality of this product to insure greater effectiveness in your products. The true, unadulterated, grape-like odor of Dow Methyl Anthranilate holds its strength to add greater salability to your products. You will find it unmatched in purity, uniformity and in the results it gives. Why not try it on your next order?

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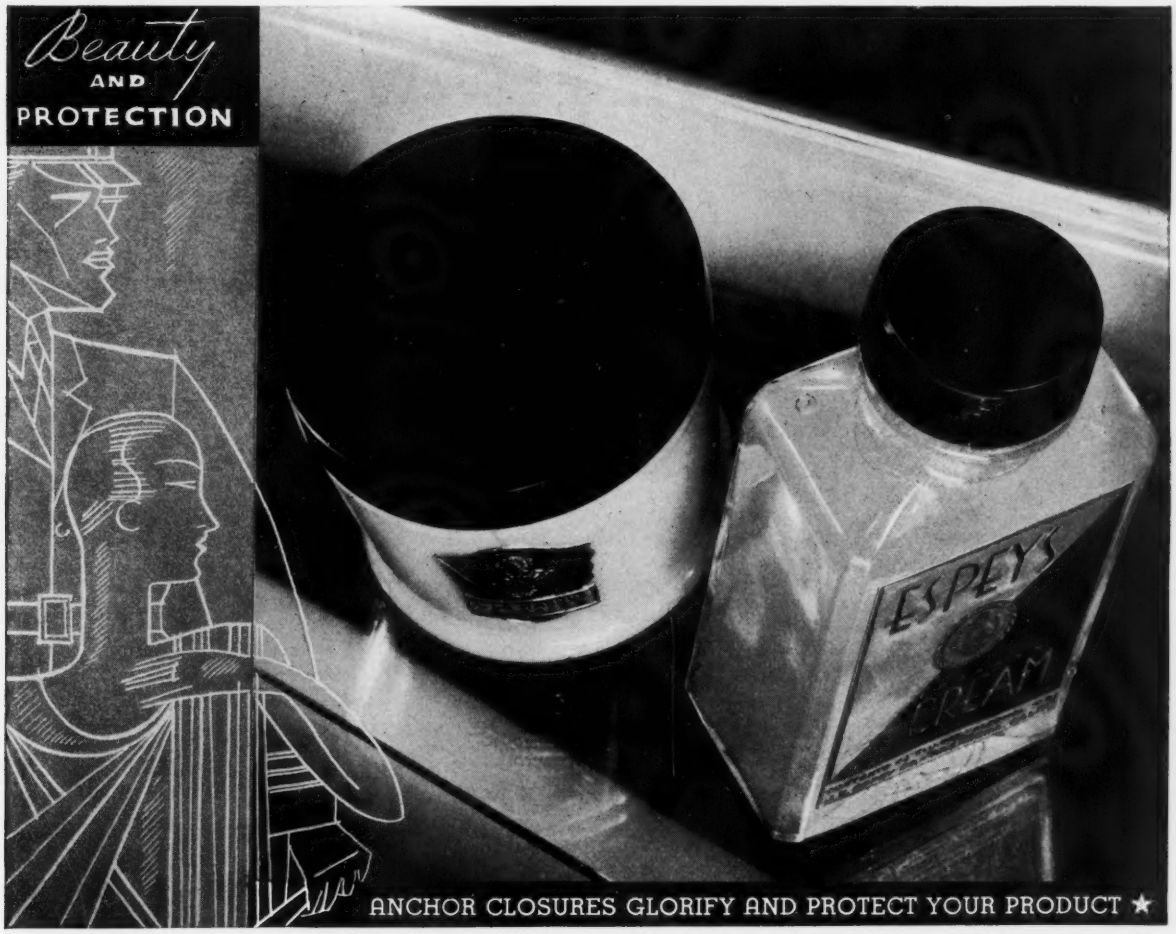

★ **BEAUTY.** The rich, lustrous appearance of the molded material itself is further enhanced by the designs of the caps themselves. Their simplicity and well proportioned lines are worthy of the finest product and the most carefully designed package and label.

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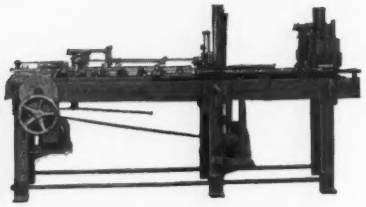

This proverb applies in your packaging room to both workers and machines. To your workers SILENCE assures calmer nerves; more contentment; higher efficiency. In machines it means better work; more economical operation; longer productive life.

In a cartoning machine especially, noisy operation means over-speeding, rapid wear and inaccurate, poor packaging. Noise is a harbinger of an early breakdown . . . delays . . . expenses!

CONSTANT MOTION and MULTIPLE INSERTING make economical, high-class, rapid packaging possible!

The CONSTANT MOTION CARTONER makes the finest packages—an almost incredible number every minute!—without noise, strain or appreciable wear.

In the good times coming you may want to jump production from 75 to 150 cartons a minute. The Constant Motion Cartoner will let you do it in 10 minutes—merely by changing gears—at no extra cost whatever!

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MULTIPLE-INSERTING

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THE ONLY SILENT CARTONING MACHINE

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SOAP

VOLUME EIGHT NUMBER SEVEN

Who Pays the Soap Tax?

IN response to innumerable inquiries about the new five per cent revenue tax on toilet soaps, we advised manufacturers uniformly in advance of the publication of Regulations 46 that any soap designed or advertised for use on the human body, whether in the form of cake, powder, liquid, paste, or any other form, would probably be classed as a toilet soap by the Bureau of Internal Revenue. The Association of American Soap and Glycerine Producers expressed the same advance opinion, which is now borne out by the definitions given in Section 603 of the Revenue Act. Thus the five per cent tax group includes regular cake toilet soaps, liquid soaps, powdered and paste hand cleansers and grit soaps, shaving soaps of all types, liquid or dry shampoos which contain soap, medicinal soaps, liquid soap base and shampoo base.

In the case of toilet soap base, liquid soap base and shampoo base, the question arises as to what constitutes "manufacture." Does the addition of distilled water to a liquid or shampoo base and bottling for resale constitute "manufacture"? Does the pressing of toilet soap base into cakes, wrapping and boxing, constitute "manufacture"? Based on a discussion with a local official, we do not believe that this minor change in physical form in either case does constitute "manufacture" and we believe that the original and actual manufacturer of the soap must pay the tax and that the second manufacturer, so-called, does not pay any tax only that which he might pay to the first manufacturer as it is passed along to him on his invoices.

In the case of powdered neutral soaps, powdered castile soaps, and other soaps which obviously are nothing more than one of several raw materials entering into some finished product such as a tooth paste, tooth powder, medicinal preparations—for example, tincture green soap—and the like, are not subject to tax and should be sold under the Certificate of Exemption as outlined in Section 620.

Apparent discrepancies in the tax law will undoubtedly be taken up and ironed out one by one as the Internal Revenue Bureau gets to them. In the meantime, it is up to the individual manufacturer to interpret the law as he understands it or as he may be able to secure an interpretation from his local collector's office.

—o—

In the rush to cut expenses and institute certain economies, so-called, it appears that some firms are going to the opposite extreme as compared to the extravagances of 1928 and 1929. A scared dash for cover, like a rabbit

seeking its burrow, is about as good a way as we know to cease doing business altogether.

Tax Collection

WHILE on the subject of the new revenue tax, it is interesting to note that leading soap manufacturers are not in agreement as to the manner of collecting the toilet soap tax. Some are passing it along to the dealer as a separate and distinct item on the invoice, others have advanced their prices to cover the tax, and others are absorbing it without any further ado and without change in price. As far as we can determine, by far the greatest number are adding the tax as a separate item on regular invoices and labelling it "excise tax." This seems to us to be the preferred method in spite of the extra bookkeeping and complications which may arise.

It is really to be regretted that the soap industry could not determine upon some uniform policy in handling the tax. However, in the present competitive situation, there have arisen complications growing out of recent price reductions which apparently made this impossible. Of the three possible ways to handle the tax matter, we find the three largest American soapers each following a different path.

Employment

SOAP industry employment has probably declined further during the past six months than it did during the previous two years. During 1930 and 1931, the soap industry was outstanding among American industries inasmuch as its employment figures were maintained at the high levels set in 1928 and 1929. While industry generally battled with the unemployment problem, the soap indusry had no such problem. Today, however, conditions have changed. We do not believe that the reduction in employment is yet anywhere nearly as great as in other industries, or is approaching the acute stage. Nevertheless, even in the absence of accurate figures, it is quite apparent that there are more soap industry people out of jobs than for several years past.

A recent report which received some newspaper publicity stated that one of the leading American soap manufacurers who guarantees a set number of hours of employment yearly, had made a sharp cut in the number of hours which they would guarantee hereafter. Advices from the company, however, stated very emphatically that the report was entirely without foundation. This is altogether gratifying. It is sincerely hoped that all soap manufacturers will continue to do everything possible to avoid any material reduction in employment.

The Machine Did It

DURING the ten year period from 1920 to 1930, the total number of employes in the American soap industry declined fifteen per cent. Over the same period, soap production probably increased some twenty per cent. It is interesting to note that among male employes, there was an increase, and that the entire loss was among female employes, the total of which dropped forty per cent.

The reason for this decline in women employes is obvious—the ever increasing use of automatic machinery, chiefly for packaging. Hand wrapping, weighing, filling, sealing, and packing were steadily supplanted by the more efficient and lower cost machine during the period, undoubtedly at a saving of some millions of dollars to the industry. The advance from hand-operated machines to semi-automatic and then to completely automatic equipment in the soap plant has been almost phenomenal.

A proposed tax on imported oils and fats made in the form of an amendment to the revenue bill in the Senate, brought out the statement that soap prices had not declined since the decline in raw material costs. Trying to do business in the present highly competitive market, this is probably news to most soapers. However, it was a New Jersey soap manufacturer who answered these statements in the Senate with a message to that body that consumers are buying soap at the lowest prices in twenty years irrespective of the manufacturer from whom the soap comes.

We wonder what that member of Congress who a year ago said that the American soap industry was a monopoly, thinks today—that is, if he thinks.

THE TOILET SOAP TAX—
How It Operates

Form 728—Revised June, 1932
TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE

MANUFACTURER'S EXCISE TAXES

(Sections 602-611 incl., Rev. Act of 1932; Sections 613-614 incl., Rev. Act of 1932; Section 600, Rev. Act of 1926.)

CHARACTER OF TAX	AMOUNT OF TAX
(1) Tires	
(2) Inner tubes	
(3) Toilet preparations (perfumes, cosmetics, etc., 10%)	
(4) Toilet preparations (tooth pastes, toilet soaps, etc., 5%)	
(5) Articles made of fur	
(6) Jewelry	
(7) Auto truck chassis and bodies	
(8) Other auto chassis and bodies and motor cycles	
(9) Parts and accessories	
(10) Radio receiving sets, phonograph records, etc	
(11) Mechanical refrigerators	
(12) Sporting goods	
(13) Firearms, shells, and cartridges	
(14) Cameras and lenses	
(15) Candy	
(16) Chewing gum	
(17) Pistols and revolvers	

	AMOUNT OF TAX
Total tax due	$
Less overpayment for the month of 193	
Total amount of tax due	
Penalty, 25 per cent	
Interest	
Total amount due	

I swear (or affirm) that the foregoing is a true return of the amount of tax due for the month of ....., 193 , and that the amount deducted for overpayment is correct and allowable by law.

Signed .....

(State whether individual owner of business, member of firm, or if officer of corporation or duly authorized manager or agent, give title)

Sworn to and subscribed before me this ..... day of .....,193

(Name) or (Witness) (See paragraph 2 of instructions) (Title) or (Witness)

Name

No. and Street

City and State

2—15937

ORIGINAL RETURN.—This form must be returned to the Collector of Internal Revenue.

IMPORTANT.—Return with remittance should be sent to the Collector of Internal Revenue for your district and NOT to the Commissioner of Internal Revenue at Washington, D. C. (See instructions, par. 2, on reverse of DUPLICATE form.) If you have nothing to report, make notation to that effect on this form and return to the Collector of Internal Revenue. If final return is filed, the return should be marked "FINAL RETURN."

Returns must be made in triplicate monthly by manufacturers of taxable articles on forms shown above, procurable from nearest collector of internal revenue.

THE new Revenue Act of 1932 went into effect on June 21 and with it went a tax of five per cent on toilet soaps, which type of soaps, according to the Bureau of Internal Revenue, includes in addition to regular cake soaps designed or advertised for use on the human body or for use in connection with the toilet, liquid soaps, shaving soaps, shampoo soaps, medicinal soaps, powdered and paste hand cleaners, and in fact, all other saponaceous products for use on the body. Soaps which are held out and advertised for laundry and other uses, and which may have a trivial use as a toilet soap, are not taxable.

Where regular bar toilet soap is concerned, the law has no complications, but where soaps of toilet grade are sold in a form suitable for use as such and also suitable for manufacturing purposes as a base for or ingredient of some other product, they may or may not be subject to tax. The distinction lies in whether or not the soap as sold is a finished product, ready for consumption, and actually goes into consumption without further manufacturing. If it is to be used as an ingredient, for example, of a tooth paste, emulsion, or other toilet preparation, it pays no tax. Mere dilution with water, it is stated, as in the case of liquid soap base and liquid shampoo base, is apparently not considered manufacturing, and the bases are subject to tax.

The law as it relates to soaps, toilet preparations, etc., is covered in Regulations 46 of the Bureau of Internal Revenue under Section 603. This section with an explanation of the scope of the tax, states:

> There is hereby imposed upon the following articles, sold by the manufacturer, producer, or importer, a tax equivalent to 10 per centum of the price for which so sold: Perfumes, essences, extracts, toilet waters, cosmetics, petroleum jellies, hair oils, pomades, hair dressings, hair restoratives, hair dyes, tooth and mouth washes (except that the rate shall be 5 per centum), dentifrices (except that the rate shall be 5 per centum), tooth pastes (except that the rate shall be 5 per centum), aromatic cachous, toilet soaps (except that the rate shall be 5 per centum), toilet powders, and any similar substance, article, or preparation, by whatsoever name known or distinguished; any of the above which are used or applied or intended to be used or applied for toilet purposes.

ART. 22. *Scope of tax.*—The tax attaches to the sale by the manufacturer of the articles enumerated in section 603 and similar articles commonly or commercially known as toilet articles, which are used or applied, or intended to be used or applied, for toilet purposes. Any article advertised or held out to be suitable for toilet purposes, or for any purposes for which the articles enumerated in the Act are customarily used, will be subject to the tax, regardless of the name by which it may be known or distinguished. The tax attaches to the sale by the manufacturer of all preparations which are used or applied or intended to be used or applied for toilet purposes or used in connection with the bath or care of the body, or applied to the clothing as a perfume or to the body as a toilet article. The fact that any particular product, preparation, or substance coming within the scope of the Act, may have, or be held out to have, a medicinal, stimulating remedial, or curative value does not exempt it from

the tax, if it is commonly used as an adjunct to the toilet or for toilet purposes.

The tax will not attach to an article which is not a finished product or is not susceptible of use for toilet purposes but is only suitable for use in the manufacture of articles subject to tax, or to any article or substance which has only an incidental or occasional use as a toilet preparation.

Toilet soap is taxable whether in the form of a liquid, semi-liquid, paste, flake, powder, or cake. Soaps and soap powders advertised or held out as suitable for toilet purposes or for application to the body, or parts of the body, as cleansing agents are taxable. Toilet soap advertised or held out as having medicinal properties, medicated toilet soaps, shaving soaps, creams, and powders, and shampoo soaps and soap powders are taxable. A soap used chiefly for removing grease and stains from the hands, though capable of incidental use for cleaning kitchen utensils, is taxable as a toilet soap. Soaps which are made, advertised, held out, and sold primarily for general cleaning or laundry purposes, but which may have an incidental and trivial use as a toilet soap, are not taxable unless advertised or held out as suitable for toilet purposes. Shampoo oils and liquids not containing saponaceous matter are taxable as toilet preparations.

ART. 23. *Rate of tax.*—The tax is payable by the manufacturer at the rate of (*a*) 5 per cent in the case of tooth and mouth washes, dentifrices, tooth pastes, and toilet soaps, and (*b*) 10 per cent in the case of all other toilet preparations enumerated in section 603. The tax is based on the sale price, as outlined in articles 8 to 15, inclusive.

Tax on All Sales

THE tax as covered by the new law is to be paid by the manufacturer or importer on all sales whether made directly or through an agent. On contracts made prior to May 1, 1932, which do not permit the addition of the tax to the contract price, and which do not specifically provide that the seller shall pay the tax, the tax must be paid by the buyer to the seller and paid by the latter in turn to the Collector of Internal Revenue.

According to the law, a producer or manufacturer is a person who produces a taxable article by processing, manipulating, or changing the form of an article, or produces a taxable article by combining or assembling two or more articles.

Articles for Further Manufacture

Section 620 of the Act covers sale of articles for further manufacture, and states:

> Under regulations prescribed by the Commissioner with the approval of the Secretary, no tax under this title shall be imposed upon any article (other than a tire or inner tube, or an article taxable under section 604, relating to the tax on furs) sold for use as material in the manufacture or production of, or for use as a component part of, an article to be manufactured or produced by the vendee which will be taxable under this title or sold free of tax by virtue of this section. If the vendee resells an article sold to him free of tax under this section, then for the purposes of this title he shall be considered the manufacturer or producer of such article.

Section 620 provides that except in the case of tires and inner tubes and articles taxable under section 604, relating to the tax on furs, no tax will be imposed upon articles sold for use in the manufacture or production of other articles subject to tax under Title IV. The right to exemption shall be established by a certificate of exemption such as is set forth below.

The exemption is provided in the case of an article, otherwise subject to tax, which is sold (1) for use as material in the manufacture or production of a taxable article, or (2) for use as a component part of a taxable article to be manufactured or produced by the vendee. In order to obtain the exemption from tax, the vendor must obtain from the purchaser, and retain in his possession, a certificate of the purchaser, showing conclusively that the purchaser is a manufacturer of taxable articles and that the article so purchased is to be used by the purchaser for one of the two purposes specified.

If the vendee resells an article sold to him tax free under section 620 he shall, for the purposes of Title IV, be considered the manufacturer and will either be required to pay the tax imposed thereon or will have to establish by exemption certificate that his sale is tax free under the terms of section 620.

When material or component parts are sold on or in connection with the taxable sales of articles enumerated under Title IV, the manufacturer of the articles will pay the tax on the full selling price of such articles, including materials or component parts purchased free of tax.

Jobbers or dealers who are not manufacturers, and users who are not manufacturing taxable articles, are not entitled to purchase tax free under certificate.

Under the specific provisions of section 620, tires, and inner tubes, and articles taxable under section 604, relating to the tax on furs are not permitted to be sold tax free as material for use in the manufacture or production of, or as a component part of, another article taxable under Title IV. (See arts. 26 and 40.)

Following is a form of the certificate of exemption which will be accepted and in substance must be strictly adhered to:

> The undersigned hereby certifies that he is a manufacturer or producer of one or more articles taxable under Title IV of the Revenue Act of 1932 and that the article or articles specified in the accompanying order are purchased by him for use as material in the manufacture or production of, or for use as component parts of, an article or articles to be manufactured or produced by him which will be taxable under such title or sold by him under a similar exemption certificate.
>
> The undersigned understands that under section 620 of the Revenue Act of 1932 he becomes for the purposes of that Act the manufacturer or producer of the article or articles so purchased, and must file returns and pay tax in the event he resells them (except under a similar exemption certificate) or uses them otherwise than as above specified.

If it is impracticable to furnish a separate certificate for each order, a certificate covering all orders between given dates (such period not to exceed a month) will be accepted.

In the case of orders placed prior to June 21, 1932, for articles to be sold after that date, exemption certificates may be obtained at any time prior to the due date of the return of the vendor.

If in any case such a certificate, with supporting invoices, can not be produced on demand of any internal revenue officer, tax shall be payable by the manufacturer upon all articles sold tax free by him as to which such orders and certificates are not produced.

Sale Price Basis of Tax

(a) In determining, for the purposes of this title, the price for which an article is sold, there shall be included any charge for coverings and containers of whatever nature, and any charge incident to placing the article in condition packed ready for shipment, but there shall be* excluded the amount of tax imposed by this title, whether or not stated as a separate charge.** A transportation, delivery, insurance, installation, or other charge (not required by the foregoing sentence to be included) shall be excluded from the price only if the amount thereof is established to the satisfaction of the Commissioner, in accordance with the regulations.

(b) If an article is—

(1) sold at retail;

(2) sold on consignment; or

(3) sold (otherwise than through an arm's length transaction) at less than the fair market price;

the tax under this title shall (if based on the price for which the article is sold) be computed on the price for which such articles are sold, in the ordinary course of trade, by manufacturers or producers thereof, as determined by the Commissioner.

(c) In the case of (1) a lease, (2) a contract for the sale of an article wherein it is provided that the price shall

be paid by installments and title to the article sold does not pass until a future date notwithstanding partial payment by installments, or (3) a conditional sale, there shall be paid upon each payment with respect to the article that portion of the total tax which is proportionate to the portion of the total amount to be paid represented by such payment.

The two references in the foregoing are from Roscoe C. Edlund, manager of the Association of American Soap and Glycerine Manufacturers, who stated in his preliminary analysis of the new tax law:

*"Note that if the tax is not separately invoiced, you pay as tax one-twenty-first (not one-twentieth) of the sales price, because in that case your sales price includes the 5 per cent tax and is therefore twenty-one twentieths of the amount on which the 5 per cent tax is payable."

**"Note that freight and delivery charges, whether or not included in your sales price, are not taxable. This differs from previous laws. The phrase 'only if the amount thereof is established to the satisfaction of the Commissioner' is not meant to hinder the operation of this exemption but only to make certain that taxpayers' records concerning these non-taxable items are clearly kept in such manner as may satisfy at any time the Commissioner's inspectors."

Tax Returns

MANUFACTURERS must make tax returns monthly in duplicate under oath. The taxes become due and payable without notice or assessment from the Collector of Internal Revenue. Complete records of taxable sales must be kept by manufacturers and the Internal Revenue Bureau is authorized to examine the books or records of any manufacturer at any time to ascertain the correctness of the tax returns being made. A complete return must be filled out in duplicate each month on Form 728 procurable from any local Collector of Internal Revenue or from the office of the Commissioner of Internal Revenue, Washington, D. C. Payment of tax must accompany the return and must be made on the last day of the month covered. Sales of products to the government of the United States or the governments of political subdivisions thereof are exempt from tax. Sales of merchandise for export are also exempt. Interest at the rate of one per cent per month will be charged on all late tax payments.

Credits and Refunds

A credit against tax under Title IV or a refund may be allowed or made to a manufacturer in the amount of any tax under Title IV which has been paid by any person with respect to the sale of any article (other than a tire or inner tube) purchased and used by such manufacturer as material in the manufacture or production of, or as a component part of, an article with respect to which tax under Title IV has been paid, or which has been sold free of tax by virtue of section 620, relating to sales for further manufacture. The claim for credit or refund must be supported by evidence showing (1) the person who paid to the United States the tax for which credit or refund is claimed, (2) the date of payment, (3) the amount of such tax, and (4) the fact that the article was so used.

In the case of a readjustment of price by reason of the return or repossession of an article or a covering or container, or by a bona fide discount, rebate, or allowance, the manufacturer who paid the tax based upon the original price may file a claim for refund or take credit against the tax due upon any subsequent monthly return in the amount of that part of the tax proportionate to the part of the sale price which is refunded or credited to the purchaser. In no case shall such a refund or credit be allowed to the taxpayer in connection with an article or a covering or container sold prior to June 21, 1932. The refund or credit of the tax shall be allowed only if a sworn statement is furnished that the readjustment of the price in question has actually been made.

No claim for refund or credit shall be allowed in connection with a discount, rebate, or allowance unless the taxpayer submits a sworn statement showing that such discount, rebate, or allowance was actually granted.

If any person overpays the tax due with one monthly return, he may either file a claim for refund on Form 843 or take credit for the overpayment against the tax due with any subsequent monthly return. In all cases (except those referred to in section 621 (a), discussed under the preceding paragraphs of this article) where a person overpays tax, no credit or refund shall be allowed, whether in pursuance of a court decision or otherwise, unless the taxpayer files a sworn statement explaining satisfactorily the reason for claiming the credit or refund and establishing (1) that he has not included the tax in the price of the article with respect to which it was imposed, or collected the amount of tax from the vendee, or (2) that he has either repaid the amount of the tax to the ultimate purchaser of the article or has secured the written consent of such ultimate purchaser to the allowance of the credit or refund. In the latter case the written consent of the ultimate purchaser must accompany the sworn statement filed with the credit or refund claim. The statement supporting the credit or refund claim must also show whether any previous claim for credit or refund covering the amount involved, or any part thereof, has been filed with the collector or Commissioner.

A complete and detailed record of all overpayments must be kept by the taxpayer for a period of at least four years from the date a credit is taken or refund claimed.

—o—

Soaps 7.1% of Drug Store Sales

Soaps comprise about 7.1 per cent of the dollar volume of total sales of toilet articles and allied items in the average drug store, according to Nelson A. Miller who analyzed before the National Drug Store Survey Conference at St. Louis the figures secured in that city by the National Drug Store Survey conducted by the Department of Commerce. The figures represent the average of three typical stores. Shampoos comprise 1.83 per cent of total volume in dollars, shaving soaps 6.44 per cent of the total, and tooth pastes and powders about 14.18 per cent. The balance of the volume, which comprises 70% is made up of twenty other toilet article groups, including creams, bath salts, compacts and refills, toilet waters, lotions, hair preparations, powders, lip sticks, brushes and combs, razors, blades, etc.

The average gross margin of profit on soaps for the retail dealers is 28 per cent as compared with an average margin on all toilet articles of 33.4 per cent. With the exception of three items out of a total of 72 listed for the three stores, the margin of profit on soaps is the lowest on the list. The lowest store reports a profit of 22.2 per cent profit on soaps and the highest 34.9. Face powders seem to be the next higher profit item on the list, one store reporting less profit on powders than on soaps. The actual number of sales of soaps and tooth pastes averages about the same, both being far ahead of all other items in the number of times sold. The average rate of turnover per year for soaps is 2.81 as compared with the average for all toilet goods of 2.33. The average sale for soaps amounts to 15.6c as against the toilet goods group average of 38.6c.

OIL of YLANG YLANG

OIL YLANG YLANG is an *exquisite* odor which the *perfumer* uses practically in every *bouquet* to impart *freshness, flowery character* and "*top-note*"; the soap manufacturer always envied in the past the rich assortment of "*notes*" which he could not afford to use on account of the price.

Today OIL YLANG YLANG is so abundantly produced that it can now be a part of a perfume formula for *soap*.

The oil we offer is obtained *direct* from the source—our plantations in the COMORO ISLANDS.

Ask for samples:

OIL YLANG YLANG SAVON
OIL YLANG YLANG D

Outstanding AC *Since* 1768

ANTOINE CHIRIS COMPANY

147 - 153 Waverly Place, New York

Production Units

Main Factory: GRASSE, FRANCE

L'ABADIE, France	VIGONE, Italy	BAMBAO, Comoro Is.
LE VIGNAL, France	AVOLA, Italy	SURABAYA, E. I.
PUBERCLAIRE, France	BOUFARIK, Algeria	LANGSON, Tonkin
BARREME, France	SOUSSE, Tunis	CHUNG-KING, China
LA ROQUE-ESCLAPON	ANTALAHA, Madagascar	TATSIENLU, China
RAHMANLARE, Bulgaria	SAINT-DENIS, Bourbon Is.	CAYENNE, Fr. Guiana

LES HESPERIDEES, Reggio, Italy MESSINA, Sicily

Hand wrapping of toilet soaps is still the order of the day in Japan. Low cost female labor makes this possible

The Soap Trade of Japan

By H. B. TITUS

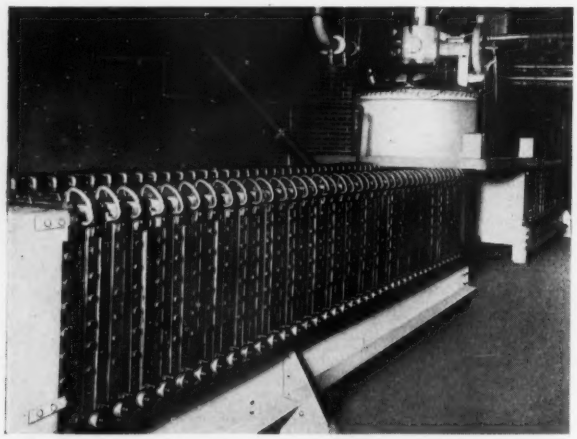
Asst. U. S. Trade Commissioner at Tokyo.

THERE are in Japan some 246 factories listed by the Department of Commerce and Industry as manufacturers of soap. Of this total, 74 are engaged in the manufacture of toilet soap, 19 produce industrial soap, 2 medical soap, 75 laundry soap, 45 powdered soap, and 31 factories produce soaps of special kinds non-inclusive of the above varieties. All of the soap manufacturing factories in Japan are owned by Japanese. In the past, some British capital was invested in the soap manufacturing industry in this country but those interests have been bought out and the industry is now 100% Japanese. The Tokyo district is the largest producer of soaps in Japan, the value of production in 1929 in that district having been $8,759,000. The Osaka district accounted for $4,610,000 of the total; Aichi prefecture for $1,383,000; and Hyogo prefecture for $1,383,000.

Toilet soap represents by far the great majority of soaps manufactured in Japan. All toilet soap is perfumed and is of two varieties. The so-called framed soap represents some 15 to 20% of the total toilet soap produced. This sells for a somewhat higher price than the regular milled soap, owing to increased expense of manufacture.* Various manufacturers are endeavoring to use mechanical driers which dry the framed soap in two to three days, but this method of drying has not been completely successful as the center of the cake does not dry out. A large proportion of the framed soap is still air dried for a month before being cut into cakes. Milled soap is produced under the same methods as in the United States and Europe. It is estimated that the production of toilet soap increased during the year 1930 10% over production for the year 1929.

There is practically no demand in Japan for floating soap. It is not the custom of the Japanese to use soap when in the bath tub as washing is first performed outside the tub. A well-known American soap and Swan brand (English) soap have been imported into Japan, but domestic soaps are low in price and the foreign

* This is probably due to use of low cost hardened fish oil in milled soaps as compared to cocoanut oil chiefly in unmilled toilet soaps. Due to raw material expense rather than "expense of manufacture."—Ed. Note.



Slab cooling presses are used in some Japanese factories for the manufacture of both laundry and toilet soaps

article has not met with a ready sale except among foreigners.

Laundry soap is an important item in the industry in Japan and is similar to the American type rosin soap. The laundering methods in Japan are comparatively primitive and only small supplies of hot water are readily available, making it necessary to use a hard soap. Of the laundry soap produced, it is estimated that 25% is powdered and 75% in cake form.

There is not a large demand in Japan for soft soap for industrial use or for medicated soaps. Neither is there a demand for transparent glycerine soap. The production of liquid soap is small but is growing, and is now used in office buildings in the larger cities and on the trains. Some very small quantities of mechanics' abrasive soaps are produced, but are of minor importance.

The better grade of toilet soap is manufactured from beef tallow and coconut oil. Palm and peanut oils are also used in small proportions, mixed with beef tallow and coconut oil. For cheaper grades of soap, hardened fish oil is widely used. Hardened fish oil is never used in manufacturing the framed soap, but a mixture of hardened fish oil and coconut oil is used in making milled soap. It is stated that fish oil contains constituents which make soap manufactured from that material difficult to lather.

Hardened fish oil is a commodity of great importance to the soap manufacturing industry in Japan. Some ten years ago, none of this oil was used, but various manufacturers have done extensive experimental work and the industry now uses about 30,000 tons per year. This oil is taking the place of tallow to a considerable extent and manufacturers predict that in the near future it will be unnecessary for Japan to import tallow since fish oil will be used in its stead. Fish oil without odor, both in hardened and liquid form, is now produced.

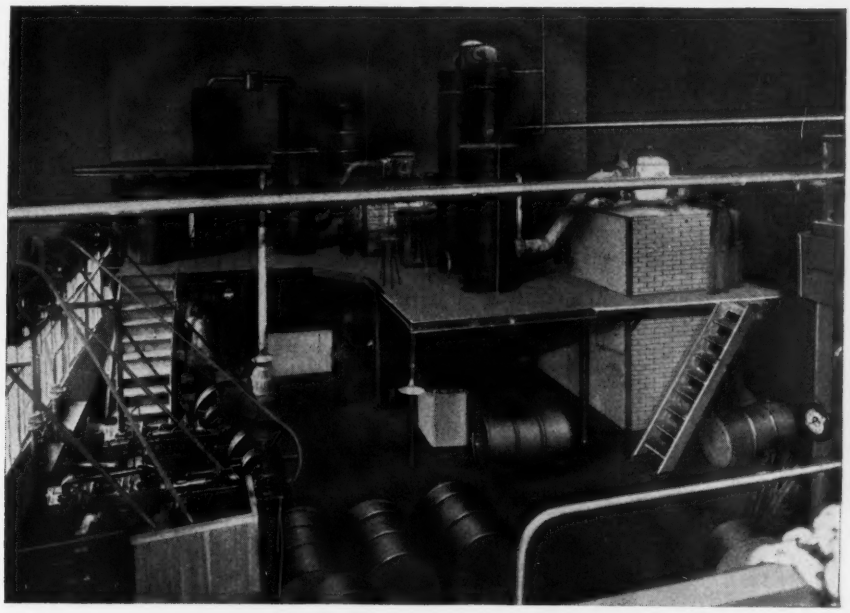
In manufacturing laundry soap of the rosin type, Japanese manufacturers add silicate up to 30% of the total. In manufacturing industrial soaps, particularly for the silk and cotton industries, crude cottonseed oil is imported from China and refined in Japan. Cottonseed oil is also used in producing high grade powdered soap. An interesting development in the manufacture of this type of soap is the use of the residue of bean oil obtained from the manufacture of Shoyu or Soya bean sauce.

Coconut oil is used to some extent in the soap manufacturing industry in Japan, this oil being obtained from islands in the South Seas which formerly belonged to Germany but which since the World War have been under a Japanese mandate. Palm oil from Africa is well liked by manufacturers. Its use is a recent development, but it is doubtful if increasing quantities will be imported, due to its high price.

Official figures showing the production of soap in Japan are available only through the year 1929. The following figures show production for the years 1927, 1928 and 1929:—

Toilet Soap	*Dozen*	*Value*
1927	18,172,345	$11,065,102
1928	19,240,963	11,446,894
1929	16,610,625	10,460,489
Industrial Soap	*Pounds*	*Value*
1927	12,462,346	$ 876,956
1928	13,327,261	1,059,559
1929	11,546,694	1,097,257
Medical Soap		
1929	11,259	$2,738
Laundry Soap		
1929	51,255,433	$4,702,086
Powdered Soap		
1929	10,943,969	$814,649
Other Soap Not Classified		
1929	no quantities shown	$879,938

Chemical research has given the Japanese soaper low cost hydrogenated fish oil. The laboratory has played a big part in the technical advance of Japan's soap industry



Glycerin recovery units in a modern Japanese soap plant

Apparent Consumption of Soap in Japan

	Production		*Per Capita*
Toilet Soap	*Dozens*	*Population*	*Dozens*
1927	18,172,345	63,862,538	.285
1928	19,240,963	64,824,797	.296
1929	16,610,625	65,703,953	.253
Industrial Soap	*Pounds*		*Pounds*
1927	12,462,346	63,862,538	.195
1928	13,327,261	64,824,797	.206
1929	11,546,694	65,703,953	.176
Medical Soap			
1929	11,259	65,703,953	.0017
Laundry Soap			
1929	51,255,433	65,703,953	.780
Powdered Soap			
1929	10,943,969	65,703,953	.167

TWO methods of merchandising domestic toilet soaps are used. Some companies, incorporate sales organizations with their various agents, and hold some 10 to 20% of the stock of such organizations. This allows the firm to control the price at which the goods are sold to retailers. Other manufacturers appoint local agents who sell to retailers. There are often several agents for the same company in one city. Such agents purchase from the manufacturer usually on ninety to one-hundred-and-twenty day promissory notes.

Department stores are the largest distributors of toilet soaps and are sold directly by the manufacturers on cash against delivery terms. The department stores order in large quantities and take delivery in smaller lots. Manufacturers claim that there is little profit in selling soap to the department stores, but it gives them a steady income of ready cash. Many department stores use soap as an advertising medium and the practice of such stores in selling soaps at well below the price which the small retailers must charge in selling single cakes of soap, leads to serious upsets in the market.

Laundry soap is sold to large consumers direct, and to retailers for local distribution in the larger cities. In outlying districts, it is the custom for laundry soap manufacturers to appoint one wholesaler who contracts to handle no other brand of soap, and in turn distributes the soap to the retailer.

The profit to the wholesaler of soaps is usually from

(*Turn to Page* 59)

Air drying racks are still widely used by Japanese soaper

PHOTOGRAPHIC EXHIBIT OF MONSANTO PRODUCTS

Coumarin
Monsanto

Fine soaps have it—a subtle appeal that enhances their saleability. An influential contributing factor is Coumarin Monsanto with its true, delicate odor. In bouquets and flavors it contributes a "note" and carries through. It merits your confidence.

DISPLAY ARRANGED AND PHOTOGRAPHED BY T. KAJIWARA, ST. LOUIS

CHEMICALS OF QUALITY Monsanto ST. LOUIS, U.S.A.

Monsanto Chemicals

Monsanto Chemical Works
ST. LOUIS, U.S.A.

Empire State Bldg. NEW YORK
Everett Station BOSTON
500 No. Dearborn CHICAGO
373 Brannan St. SAN FRANCISCO
Victoria Station House, Victoria St. LONDON, S. W. 1

Trademark Conflict or Unfair Competition?

WHERE is the border line between trademark conflict and unfair competition? Can a manufacturer, by insisting too strongly upon his rights to a trademark, place himself in a position where he may be subject to the accusation of unfair competition, although technically he may be within his rights in using the trademark in question? That trademark conflict and unfair competition are likely to be linked quite closely in an involved trademark dispute is quite obvious. Although a manufacturer may not always be able to sustain his sole right to a trade name, his substantiated rights to certain characteristics and features of his product and its package continue to be his. It is here that trademark conflict and unfair competition verge one on the other, inasmuch as the above-mentioned rights are sometimes capable of being sustained in a suit for unfair competition, where they cannot be protected in a straight trademark litigation.

The case of Pine Tree Products Company opposing registration of the mark "Pinetrine" by the Pinetrine Company, presents a situation where a number of these complicated phases of trademark disputes are encountered. Pine Tree Products Company, Newport, New Hampshire, headed by Billy B. Van, holds trademark rights in the marks "Billy B. Van's Pine Tree Soap" and "Billy B. Van's Pine Tree," registered March 15, 1925. Mr. Van's company is at present opposing registration by the Pinetrine Company, New York, of the mark, "Pinetrine", for soap. Application for registration of the latter mark was filed by a John Bell and assigned to the Pinetrine Company, Feb. 16, 1931. Registration was granted by the United States Patent Office, March 17, 1931.

It is this registration that the Pine Tree Products Company opposes, as well as registration of a carton for "Pinetrine" liniment, application for which was filed June 12, 1931, use of the carton being claimed since Feb. 17, 1931. A third application for a carton for

"Pinetrine" soap, filed Oct. 7, 1931, has not, up to this point, been opposed by the Pine Tree Products Company. Attorneys for the latter company have filed two oppositions to the "Pinetrine" registrations, one against the liniment carton filed Nov. 17, 1931, and the other in opposition to the "Pinetrine" soap mark, filed December 28, 1931. These oppositions were met by "applications to dismiss" on the part of the Pinetrine Company. A hearing was held April 7, 1932, at which the Examiner of Interferences denied Pinetrine's motion to dismiss, and directed that company either to file or waive filing of an answer on the merits of the case. An answer was filed on Apr. 15, 1932, and dates for the hearing of testimony are to be set.

For a proper understanding of the case it is important to bear in mind that the present conflict is not a court action—not a lawsuit,—but strictly a Patent Office conflict involving Pine Tree Products Company's denial of the right of Pinetrine Company to register the word, "Pinetrine," for use on soap or liniment. No action for unfair competition has as yet been filed, although Mr. Van's attorneys have indicated that this might be the next step in their efforts to protect their client's rights.

MR. VAN, in a recent interview, outlined his position in the case, pointing out that until the marketing success of his "Pine Tree Soap," there was no particular advantage in possessing a trade name of this type. Since his soap has gained widespread publicity and national distribution, said Mr. Van, imitations of every description have been numerous. Some manufacturers have offered a green, pine-scented soap in the form of bars, and others have offered soap of the same type in cakes shaped to resemble pine cones. In cases of this type, the soap offered has usually been unbranded and sold in plain boxes, it being left to the retailers to assume the responsibility of offering their stocks under a "Pine Tree" designation if they desired. Mr. Van characterized the "Pinetrine" case as a flagrant attempt to trade on the name and popularity of "Billy B. Van's Pine Tree Soap," pointing out striking similarities in size and shape of cakes, price, package design, wrappers and container markings.

A quick examination of the two packages indicates that confusion might result in their sale in competition. Both companies market packages of exactly the same type and dimensions. In the two packages shown in the accompanying illustration, each holds two cakes of soap of approximately the same size, the die stampings being similar in type. Each package is equipped with a "window," and each is cellophane-wrapped. Where the Pine Tree Products Company package bears the words, "The Exquisite Essence of New England Sunshine and Pine Trees" on its face, the Pinetrine package, in the same position, carries the words, "Filled With the Fragrance of Northern Pines." One one end of the Van container appear the word, "Lathers instantly and profusely in the hardest fresh or salt water," while on the other are found the words, "Lathers abundantly in hard or soft water." The names of the companies appear in relatively the same positions on both packages, being printed in each case against a background of pine trees. One package carries the words "Two cakes for twenty-five cents," while the other, in the same relative position carried the words, "Twenty-five cents for two cakes." Another feature of similarity is the use by the Pinetrine Company of the phrase, "Contains no animal fat or free alkali," which formed such a prominent part of Pine Tree Products Company's recent advertising campaign.

THE present position of the Pinetrine Company is consolidated about its successful registration of "Pinetrine" as a trademark for its soap and liniment. The attorneys for the company say that "Pinetrine" is a technical trade mark,—a fanciful name, and so entitled to registration. They claim its use on liniment as far back as June 10, 1923, two years prior to the registration by Billy B. Van of his first trademark, although in the trademark application use of the mark is claimed on liniment only since Feb. 17, 1931.

Going into the history of trademark registrations and use of marks of the "Pine Tree" type, they point out that many companies and individuals have used the word "Pine Tree" to describe soap and toilet preparations over a long period of years. They refer to countless cases of use of such similar marks as "Pineol," "Pine Balm," "Silver Pine," "Pine-Rub," etc. These previous registrations and uses are considered by the Pinetrine Company to be sufficient limitation of the rights of Pine Tree Products Company in the "Pine Tree" mark.

A further point developed by the attorneys for the Pinetrine Company, which will apparently have some weight in the case, is the fact that Mr. Van's registration protects only his rights in the marks, "Billy B. Van's Pine Tree Soap" and "Billy B. Van's Pine Tree." According to the defense, in his original registration Mr. Van disclaimed any rights in the mark when the name "Billy B. Van" did not accompany the words, "Pine Tree" or "Pine Tree Soap." As a further indication of the limitations of Mr. Van's claim they point out that his original application to register the mark, "Pine Tree Soap," was rejected by the U. S. Patent Office, and that it was not until all rights to the above words had been disclaimed apart from their use in connection with the name "Billy B. Van's" that the registration was granted.

An unusually interesting case is going to be fought out here either in the Patent Office or in the courts. It may originate as a trademark dispute and end up as a suit for unfair competition. At any rate, it appears to be another instance which would call for the clarification of the trademark law now being contemplated, and for the exercise of even greater care on the part of manufacturers in the selection of names and marks.

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The third annual packaging exposition of the American Management Association will be held at the Hotel Pennsylvania, New York, March 7-10, 1933.

NEW PRODUCTS

A NEW Johnson product is now winning a place for itself in the floor treatment field. It is Johnson's Glo-Coat, a water emulsion type floor finish which dries to a hard lustre without polishing in about twenty minutes. It is applied to the usual types of flooring, linoleum, hard wood, varnished, composition, painted or other surfaces with a cloth or with an applicator made for the purpose by the company. The product was first introduced six months ago, but it has been receiving greater sales and advertising attention of late coupled with extensive country-wide newspaper advertising and also advertising in the leading women's and general magazines. It is a companion product of the well-known Johnson's Wax which is also manufactured by S. C. Johnson & Sons of Racine, Wis.

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Velvetone Shampoo Paste is a new product of the Clifton Chemical Co.. New York, now being sold to the barber, beauty parlor and hair dressing trades in five, ten and twenty-five pound lithographed cans. It is a vegetable oil shampoo paste with a floral type odor. This is reported to be the first time that shampoo paste has been marketed in branded lithographed cans for the consuming trades. The containers are lithographed in a combination of silver, green and black and are made for Clifton by the George V. Clark Can Co., Brooklyn.

MUNN *Newport*

Soap buyers have been buying more carefully than ever before because they know *soap consumers* in turn have become more insistent on greater value for less money.

PALE

Munn makes a better soap. It is clean, always uniform and packed on a net weight basis—just as you want it. Munn comes to you direct from the factory.

WOOD

Millions of cakes of soap are made with Munn every month. Its highly guarded standard of quality is making new friends among soap manufacturers everywhere.

ROSIN

GENERAL NAVAL STORES COMPANY, *Inc.*

Address Our Main Office: *75 East 45th St., New York City*

NEWPORT

Plants: *De Quincy, La.—Pensacola, Fla.—Bay Minette, Ala.*

Say you saw it in SOAP!

Leverites Hold Annual Outing

The final heat in the canoe tilting contest at the annual outing of the Lever Brothers Company at Goffs Falls, N. Y.

SOME 2,000 employes and families of the Lever Brothers Co. of Cambridge, Mass., led by President Frank A. Countway and General Manager Russell White, attended the annual outing and picnic of the company at Goffs Falls, N. H., on June 11. It was the sixteenth annual outing of its kind for the employes of the firm. The Leverites went by special train from Boston and spent the day at Pine Island Park at Goffs Falls. There were numerous sporting events in which hundreds participated for prizes donated by Messrs. Countway and White. During the afternoon, a professional vaudeville entertainment was staged in the park ballroom followed by general dancing and several dance contests. The outing was managed by a general committee consisting of R. E. Carlisle, P. R. Babcock, and H. C. Ashton, assisted by a number of sub-committees. In addition to President Countway and General Manager White, the following executives of the company attended: G. B. Perkins, advertising manager, John R. Gilman, associate advertising manager; R. N. Hallowell, dealer service manager; and J. O. Brownell, sales statistician. In addition to 1,200 persons who travelled on the special train, it is estimated that an almost equal number went to Goffs Falls by motor.

In the golf tournament, low gross prize went to E. Carroll with C. C. Oliver, E. Kenney, and A. Cook in order winners of the low net prizes. Other golf prize winners were J. P. Hines, H. P. O'Rourke, J. Carr, E. Doherty, and W. Reil. Obstacle golf prizes were won by Richard Powers, James Sim, and Francis Carlin. In the ladies' obstacle golf, the winners were Alice McDermott, Mae Allen, and Elizabeth Hillis. In the canoe tilting contest, Harold Shelton and Leonard Danskin were winners with George Neaylon and Joseph Simmons second.

The executive committee in charge of the outing which assisted the managing committee was composed of the following: E. W. Richardson, transportation; J. F. Reeves, refreshments; W. J. Whelan, programs and prizes; E. W. Bird, recreation; H. A. Slack, insurance; T. A. Badger, band and service; H. P. O'Rourke, golf tournament; J. H. Wilson, obstacle golf; H. A. Deering, planning; A. E. Foster, advertising novelty contest; C. F. King, safety; Miss E. M. Carlton, tickets; Miss M. A. Shaw, entertainment; R. A. Van Amburg, canoe tilting; B. Shelton, judge; Miss G. G. Murphy, dancing; J. A. Proctor, publicity.

Wilbur-Ellis Opens N. Y. Office

Wilbur-Ellis Co. announces the opening of a New York office under the management of John N. Dallon, formerly with Brown-Edwards Co., New York. Following the termination of his relations with Brown-Edwards Co., Mr. Dallon had planned to start operations under his own name, but this was made unnecessary by the successful termination of his negotiations with Wilbur-Ellis Co. The latter concern, prominent on the Pacific coast, operates offices in San Francisco, Los Angeles, Seattle, Vancouver and Chicago, and deals in fish and whale oils, fats, vegetable oils and oilseeds. The New York office will be located at 21 West street, with the telephone, BOWLING GREEN 9—6494-5-6. Mr. Dallon has had some twenty years' experience in the vegetable and animal oil field, having been with Balfour Williamson & Co., New York, for twelve years, and more recently with Brown-Edwards Co.

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British Soaper Sells New Stock

British investors were given the opportunity recently of subscribing for 280,000 seven per cent cumulative preference shares of £1 of Wright, Layman & Umney (1932), the well-known English soap firm, formed to acquire the business of wholesale and export druggists, whose principal product is Wright's Coal Tar Soap, which was first introduced 72 years ago.

Profits of the vendor company have been progressive, those for 1931 showing an improvement of £13,253 ($66,265) over those of the previous year, and it is believed that the current twelve months' earnings will be equally satisfactory. At £55,998 ($279,990) last year's profits covered dividends on the preference shares nearly three times over. Of the new capital of £280,000 just raised, £260,000 will be utilized to provide for the cash purchase consideration, leaving £20,000 available for additional working capital. Formation expenses amounting to £11,000 ($55,000) will be defrayed by the vendor company.

The new shares were offered at par, thus giving a well-secured return of 7 per cent. No part of the issue was underwritten, as it was heavily over-subscribed within ten minutes of the lists being opened, and the directors of the vendor company undertook to subscribe for any shares not taken up by the public.

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The new duties on soap and soap products in the Irish Free State Budget are 25 per cent on toilet soaps and 15 per cent on soap powders. These represent increases of 5 per cent on the duties prevailing hitherto against Empire products, and 17½ per cent and 12½ per cent respectively on foreign soaps.

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P. R. Dreyer, head of P. R. Dreyer Inc., New York, recently returned to New York after a three weeks' business trip through New England and the Middle West.

Hold Paid Testimonials Fair

Truthful paid testimonials may be freely used in advertising, without calling attention to the fact that they are paid, according to a decision by the United States Circuit Court of Appeals for the Second Circuit, reversing the ruling of the Federal Trade Commission in its action against Northam Warren Corp. The defendant's advertising of "Cutex" was held deceptive by the Commission because the company had failed to disclose that it had paid for testimonials. In reversing the Commission's ruling the court held that a truthful opinion expressed in a testimonial could not be considered a violation of the Sherman or Clayton Acts, even though it was not made clear by the advertiser that the testimonial was paid for.

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Watch Meat Price Rise Closely

The sharp advance in prices of hogs, cattle and other live stock during the past month and the attendant advance in meat prices and in some fat products have been receiving rather close attention from soap makers. In some quarters, the opinion has been expressed that the turn in live stock prices is merely a rebound from low levels occasioned by a temporary shortage at central points. The view has also been expressed that the market change may be the initial move toward generally higher levels for fats and oils which products broke to low levels some time prior to the general commodity decline and may recover sooner. Against this, it is pointed out, there is still no material reduction in oil and fat stocks in the world markets.

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Albert Albek, secretary of Felton Chemical Co., Brooklyn, will shortly conclude a motor trip to the West coast which resulted in the establishment of two new agencies in San Francisco and Los Angeles. The latter agency, located at 1131 N. Orange Grove avenue, will be in charge of William P. Pauer and C. F. Schneck who has handled the Felton line for a number of years. The San Francisco agency, located at 1282 Folsom street, will be in charge of P. James Rich. The two new Coast agencies will better enable the Felton Chemical Co. to serve users of its products in that district.

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J. T. Baker Chemical Co., Phillipsburg, N. J., has issued a new catalog which includes chemicals to meet every specification of the Committee on Analytical Reagents of the American Chemical Society.

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Park Chemical Co., Detroit, automobile polish, has turned its advertising account over to MacManus, Inc., Detroit.

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United States exported 7,754,605 lbs. of caustic soda, worth $176,834, in April, 1932.

SECURITY PRICES

PRICES of stocks of soap, chemical, insecticide, and allied companies as quoted on the New York Stock Exchange, Curb Exchange, other exchanges and over-the-counter are given in the following table. This table of prices is compiled monthly for *Soap* by a representative of one of the oldest and best-known brokerage houses in New York.

	High 1932	Low 1932	June 1 1932	July 1 1932
Allied Chem.	87½	42½	48⅞	47⅜
Am. Agric. of Del.	7½	3½	3¾	3¾
Amer. Cyan. "B"..	5⅜	1⅝	2	2
Armour of Ill. "A"	2	⅝	¾	¾
Bon Ami "A".....	51¼	31	31	31
Brillo	6⅝	4¼	4½	4¼
Colgate, P. P.	31½	11	13¾	11¼
Consolidated Oil Co.	7⅛	4	4	5
Corn Prod.	47⅜	25⅝	27⅜	26¾
Coty	4¾	1½	1¾	1½
Dow Chem.	36	22¾	24½	24
Drug, Inc.	57	23	25⅛	27¼
Du Pont	59¾	22⅛	25⅞	23¾
Glidden	7	3⅛	3½	4
Gold Dust	19⅝	8¼	9	10½
Gulf Oil	35⅞	23	24½	26½
Int. Agric.	1½	¼	⅜	⅝
Lehn & Fink	24¼	6	8½	9
Mathieson	20⅞	9	9⅛	10
McKess. & Rob.....	5½	1⅛	1⅛	1¾
Monsanto	30¾	13⅜	15	16⅝
Proc. & Gam.....	42¾	19⅞	26⅞	21¾
Shell Union	4⅛	2½	2¾	3
Sher. Will	35	21	22⅛	22
S. O. of Cal.....	27¼	15⅛	15½	18⅝
S. O. of Ind.	17¼	13⅛	16½	18¼
S. O. of N. J.	31½	19⅞	22¾	24½
S. O. of Ohio	28½	15½	23	22
Swift & Co.	18⅞	7	7½	9⅝
Union Carb.	36⅜	15½	16	17
Westvaco	12⅝	3	3	4⅞
Wilson & Co.	1¾	¾	¾	⅞

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The treasurer's office of National Cottonseed Products Association was moved, July 1, from Dallas, Texas, to 714 Sterrick building, Memphis, Tenn.

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The corporate name of Phoenix-Hermetic Co., Chicago, has been changed to Phoenix Metal Cap Co. The change was made so that the name of the company will better indicate the product which the company manufactures.

P & G Deny Working Time Cut

A newspaper report that the Procter & Gamble Co. might cut its guaranteed hours of employment as a result of a reduction in business, has been flatly denied by that company in a communication to *Soap*. The report which appeared in the June 17 issue of the "Journal of Commerce" of New York, stated: "Due to the reported cancellation of certain contracts for the supply of chain store branded products, operations of the Procter & Gamble Company may be somewhat curtailed, it is said in financial quarters. The result of this may be a shortening of the guaranteed working period for employes from 48 weeks a year to 36 weeks, according to the reports. The present work-insurance plan has been in effect for nine years and assures full-time pay for full-time work for participating employes."

The company not only stated that the report was entirely without foundation, but stated that they did not have the slightest knowledge of its origin. It has been labelled in New York just another of the hundreds of daily rumors now current in "financial quarters," probably originating with some speculator short of P & G stock.

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Cyanamid Merges Subsidiaries

Effective July 1, 1932, several subsidiaries of American Cyanamid Co. were consolidated as the American Cyanamid & Chemical Corp., with offices at 535 Fifth Avenue, New York, and with W. B. Bell as chairman of the board, H. L. Derby as president, and P. M. Dinkins as vice president in charge of sales. The concerns affected by this change include American Cyanamid Sales Co., Kalbfleisch Corp., A. Klipstein & Co., Kalbfleisch Bauxite Co., Fumigators Supply Co., Superior Chemical Co. and John C. Wiarda & Co. The new company will also take over the industrial and heavy chemical activities of American Cyanamid Co. which will continue to handle only fertilizer materials and mining chemicals as in the past. At the same time the activities of five other subsidiaries, including the Owl Fumigating Corp., were placed under the control of American Cyanamid & Chemical Corp.

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Stock of Cudahy Packing Co. has been changed from a basis of $4 to $2.50 a share. The quarterly dividend paid July 15 to stockholders of record July 5 was 62½c a share.

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Frederick Stearns & Co., manufacturing chemists, Detroit, has omitted its quarterly dividend on preferred stock for the second quarter of 1932. On March 31 a payment of $1.75 a share was made.

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E. M. Ellis and F. H. Gailor have been appointed receivers of Ellis-Jones Drug Co., Memphis. The petition for receivership originated with Mallinckrodt Chemical Works, St. Louis.

Over a century and a quarter of experience in this industry enables us to satisfy your perfume requirements with the maximum of efficiency and economy.

D & O PERFUME BASES completely blended, ready for use, compounded specially and thoroughly tested by our laboratories for the purposes required:

Liquid Soaps
Theatre Sprays
Insecticide Sprays
Paradichlorbenzene Crystals
etc., etc.

AROMATIC CHEMICALS: Imported and domestic.

ESSENTIAL OILS: Our own distillations or direct importations.

Consult our Perfume Materials Department

DODGE & OLCOTT COMPANY

180 VARICK STREET NEW YORK, N. Y.

"The integrity of the house is reflected in the quality of its products"

Say you saw it in SOAP!

Leverhulme Against Advertising Cuts

Presiding at the annual convention of the British Advertising Association, which was held recently in Liverpool, Viscount Leverhulme, governor of the great British soap firm, advocated the importance in the present financial and industrial crisis of a really efficient advertising campaign. "To secure this," he declared, "I contend that thorough investigation and careful planning are essential. If the causes underlying world depression cannot be removed by advertising, at any rate advertising men can realize the essential part which advertising plays in the modern world in stimulating the production of goods and in facilitating their distribution. Our first duty is to maintain our faith in advertising.

"We must avoid cutting down our advertising merely because such a course would seem to be the line of least resistance in a temporary difficulty, and secondly, we must study the problem of advertising more thoroughly than ever before to make sure that we are employing its power more efficiently and effectively than ever before."

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In the May issue of *Soap* it was incorrectly reported that the name of Pittsburgh Chemical Corp. had been changed to Pittsburgh Cleanser Corp., and that offices had been moved to 571 Flushing avenue, Brooklyn. Pittsburgh Chemical Corp. is still operating, offices being maintained at 11 West 42nd street. This company is in no way connected with Pittsburgh Cleanser Corp. of Brooklyn. The confusion was caused by the fact that George C. Schmidt, formerly president of Pittsburgh Chemical Corp., recently left this concern and joined Pittsburgh Cleanser Corp.

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The American Dental Association has refused to place its seal of approval on Kramer's Original Charcoal Dental Cream, made by Modern Products, because it contains charcoal which is considered a potentially harmful substance. Approval has also been denied to Pyrozide, made by Dentinol & Pyrozide Co., New York, because this dentifrice is advertised in a therapeutically suggestive manner.

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A new radio broadcast program of Lehn & Fink Co. features "The Pebeco Playboys" in a series of sketches entitled, "The Funniest Thing Ever Happened to Me."

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Dorothy Gray, manufacturer of toiletries, New York, announces the appointment of Francois Nazare as general manager. James W. Newman continues as sales manager.

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Ungerer & Company, New York, announces the removal of its Boston office, in charge of George R. MacDonald to 1425 Statler Office Bldg., from 79 Milk St. The new telephone number is Hubbard 2923.

Reeves Heads Lever Buying

James F. Reeves, for a number of years purchasing agent for Lever Brothers Co., Cambridge, Mass., has been appointed general director of purchasing for the soap company including the purchasing of oils, fats, heavy chemicals, and general raw materials. Mr. Reeves succeeds Joseph I. Abbott who died early last month after fifteen years as head of the purchasing division of the firm, and who was considered an outstanding American authority on the oil, fat and glycerin markets. The sale of glycerin, formerly in charge of Mr. Abbott, will also be handled by Mr. Reeves. The position of purchasing agent formerly occupied by Mr. Reeves has been taken over by J. J. Guiney who has been associated with the purchasing department of Lever for a number of years past.

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La Forge Opens New Soap Plant

John T. La Forge Company, Dubuque, Iowa, will open a new soap factory at Webster City, Iowa, as soon as a new building can be constructed. An expenditure of $60,000 is contemplated. A site for the plant, to employ between 60 and 65 workers, has not been selected and is dependent on sanction by the city and the state board of agriculture. The rendering plant operated by the company in Dubuque is idle at present, awaiting plant construction plans. The firm also operates plants at Boone and Iowa Falls, both in Iowa. The Webster City plant will specialize in laundry soaps, soap chips and liquid soap.

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The seventeen stores of the Bartell drug chain in Seattle, Wash., hold an annual soap sale early every summer which succeeds in moving many tons of soaps of all types to consumption. The sale this year was preceded by a five-day intensive advertising campaign. The sale covers a greater part of the entire state of Washington, a very considerable proportion of the total tonnage being shipped by mail to rural communities. The annual soap sale has become an institution on the Pacific Coast.

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A number of new products have been added to the "Joy Suds" line of kelp base soap preparations marketed by John Hall, La Conner, Skagit County, Washington. These include an iodine shampoo, hair tonic, and bar soap. The sale of "Joy Suds" washing powder has been developed substantially in that district in recent years through a consistent advertising and sales campaign.

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Old Country Green Soap Co., formerly located at Winona, Minn., is reported to have removed to Laguna Beach, Cal., the new address being P. O. Box 1048.

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The American Beauty and Styles Exposition will be held in the Grand Central Palace, New York, September 26-29.

CHICAGO TRADE NOTES

THE second golf tournament of the season sponsored by the joint auxiliary of the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Association was held at the Kildeer Country Club course on Thursday, June 23. Chairman A. C. Drury and H. B. Elwell continued to co-operate successfully in promotional effort with the result that virtually as many members were present as attended the opening tournament, which broke all the attendance records of past years.

When the forty members and several guests had completed the Kildeer course, the following eleven were prize winners: Class A, first prize, Elmer Smith, of American Aniline Products, Inc.; second prize, William Lowenstein, of Bauer & Black; third prize, Dudley F. Lum, of Givaudan-Delawanna, Inc.; Class B, first prize, C. A. Hammond; second prize, J. Brooks; third prize, A. J. Anderson, of Richard M. Krause, Inc.; Class B, first prize, William H. Schutte, of P. R. Dreyer, Inc.; second prize, C. A. Seguin, of Acme Compact & Puff Co., Inc., third prize, A. B. Hill, of Johnson & Johnson Co. The scores of the first place winners of each class were: Elmer Smith, 81-10, net 71; C. A. Hammond, 97-24, net 73; William H. Schutte, 119-32, net 85. In addition to those listed above, guest prizes were awarded to Messrs. Zimmer and Kisselberg. The third tournament has been scheduled for Thursday, July 14, at Euclid Hills Country Club.

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Frank Z. Woods, mnufacturers' representative, reports that the rapidly growing Paint, Oil and Varnish Golf Club, of which he is chairman, will hold its next tournament on July 21, at Midlothian Golf Course.

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In spite of the fact that its sessions have been suspended for the summer, the Chicago Perfumery, Soap and Extract Association held a special meeting to consider the new excise tax law which became effective on June 21. In response to a summons from Secretary William H. Schutte the members assembled at a luncheon meeting on June 15, at the Hamilton Club. Harry H. Hitzeman, attorney for the association, was present and discussed the law at some length, explaining its effect on the members.

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Subsequent to the passing into receivership of Clarence Morgan & Co., Clarence Morgan has formed a new organization which will act as manufacturers' representative in the midwest. The company will represent Lautier Fils, Inc., of New York, Thurston & Bradich, of New York, and several other manufacturers of chemicals. Mr. Morgan's new location is 919 North Michigan avenue, and he will operate under the name of Clarence Morgan, Inc.

The office of P. W. Shannon, Chicago representative for Harriet Hubbard Ayer, Inc., of New York, has been moved to 6117 North Fairfield avenue.

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The Lady Esther Co. has found it necessary to install new equipment to extend the production facilities which have become inadequate for the increased business brought in by a recent highly successful advertising campaign. The present location will be maintained but when the new installations have been completed, the factory will be among the most efficient in the cosmetic industry.

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The best scores in the Chicago golf tournament of the American Can Co., were made by Ralph Brown, E. Young, E. E. Appleton, H. Franz, Dr. R. G. Nichols, William Cameron, Roy Behnke, O. Gray, and E. E. Anderson. The meeting was held at Midlothian Country Club.

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British Soap Census for 1930

The census of the soap industry of the United Kingdom for the year, 1930, shows a total production of soaps of all kinds of 877,310,000 pounds worth £19,398,000. This compared with a total for 1924, the last previous census year, of 886,040,000 pounds, worth £21,684,000. The most substantial increase in production of any particular type of soap was for powdered and flaked soaps, whose production increased from 138,380,000 pounds in 1924 to 188,840,000 pounds in 1930. A compensating decline occurred in the case of hard bar soap. Production of hard bars (except toilet, shaving and abrasive) dropped from 615,680,000 pounds in 1924 to 539,360,000 pounds in 1930, a decrease of about 12%. Production of toilet soap decreased 10% from 45,570,000 pounds in 1924 to 41,190,000 pounds in 1930.

The number of persons employed in the soap industry in 1930 totaled only 25,840, as compared with 28,909 in 1924, a reduction of 11%. It is interesting to note that the number of operatives declined 16% during this period, while there was an increase of 4% shown in the administrative, technical and clerical staff. The net output per person employed increased from a figure of £425 a year in 1924 to £485 a year in 1930.

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Cincinnati Mailing Device Co., makers of fibre containers, Cincinnati, has appointed O'Brien & Co., 2694 University avenue, St. Paul, as representatives in western Minnesota, Wisconsin, and North and South Dakota.

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Louis H. Carter, vice-president of American Agricultural Chemical Co., was awarded the honorary degree of Master of Science by Tufts College at the annual commencement exercises early in June.

Son of P. & G. Founder Dies

James Norris Gamble, vice-president of Procter & Gamble Co., died July 2 at his home in Westwood, near Cincinnati, Ohio, at the age of ninety-five. The deceased was a son of Elizabeth Ann Norris and James Gamble, one of the founders of Procter & Gamble Co. The latter established his own soap works in Cincinnati in 1829. He merged with William Procter, a Cincinnati candlemaker, in 1837, laying the foundation for the present Procter & Gamble Co.

James Norris Gamble joined his father's firm in 1862, as a chemist, after an extensive course of preparation during which he attended Chickering Institute, Kenyon College and the University of Baltimore. He was active in the development and direction of the company from then until 1890, one of his principal achievements being the development of floating soap which has been featured so prominently in the advertising of the soap company. One of the first national advertising campaigns conducted through the newspapers was devoted to this product and directed by Mr. Gamble. Another important step in his career which meant much to Procter & Gamble Company and industry generally was the installation of a telegraph system by Thomas A. Edison which gave the latter one of his first big opportunities. The system connected the Procter & Gamble offices with the factory several miles away.

Although Mr. Gamble continued as a vice-president of the company after 1890, he was comparatively inactive, and devoted much of his time to numerous charitable and civic enterprises in which he was interested. Hospitals, churches and virtually every welfare organization in the Cincinnati district received assistance from Mr. Gamble. He served as Mayor of Westwood in 1895. His clubs included Business Men's and City clubs of Cincinnati, the Halifax River Yacht Club of Florida and Delta Kappe Epsilon fraternity.

Two daughters and a grandson survive Mr. Gamble, Miss Olivia Gamble, Mrs. Alfred K. Nippert and Louis Nippert, all of Cincinnati. His wife, who was Margaret Penrose, died in 1901.

—o—

The Federal Specifications Board has authorized a change in the Federal specification covering cake grit soap. Cases furnished for navy use shall be strapped at both ends with either $\frac{5}{8}$ or 0.018 inch nailed straps; or $\frac{1}{2}$ inch by 0.020 inch sealed straps; or not less than 0.095 inch diameter (No. 13 gage) galvanized round wire. This addition is included as a second sentence on page 6, paragraph H-2a, specification P-S-571.

—o—

Exports of shaving creams from United States during April, 1932, amounted to 31,795 pounds, worth $10,994.

—o—

Imports of crude glycerine into United States during April, 1932, totaled 255,136 lbs., worth $10,743. Imports of refined glycerine amounted to 133,229 lbs., worth $9,973.

Protests Soap Price Statement

A protest against statements made on the floor of the Senate during consideration of the tax bill to the effect that the price of soap had not decreased since the decline in the price of raw materials, has been registered with that body through Senator Barbour of New Jersey by L. Katz, vice president and general manager of J. Eavanson & Sons, Camden, N. J., soap manufacturers. The statements in question were made during a consideration of the Shipstead amendment providing for an additional tax on imported oils and fats. The amendment failed.

After denying the charge specifically and quoting figures to prove his argument, Mr. Katz said, "Let me assure you that the public is today buying soap at the lowest prices that it has for the last twenty years no matter from what manufacturer the soap may be purchased."

"May I add that domestic fish oil constitutes less than one per cent of all the oils and fats consumed annually in America for all purposes; so it can be seen that fish oil is an exceedingly unimportant oil in the oils and fats economic scheme." He showed also that 50 per cent of all the Menhaden fish oil produced in this country is used by the paint industry making very little available for the production of soap.

—o—

Opportunities for Export

The following opportunities for export of American soaps and allied products have come to the Bureau of Foreign and Domestic Commerce, Washington, D. C. American manufacturers can secure the full details of the inquiries by communicating with the Bureau, care of the Department of Commerce. Be sure to mention the number of Foreign Trade Opportunity in writing.

58,243	Shoe polish	Egypt	Agency
58,270	Dental paste	Straits Settlement	Agency
58,291	Toilet soaps	India	Agency
58,308	Toilet preparations	Netherlands	Agency
58,384	Insecticides and disinfectants	Belgium	Agency
58,414	Soap perfumes	India	Purchase
58,458	Shaving soaps	Germany	Agency
*70	Creosote dip and disinfectant	Cuba	Agency or purchase
*84	Toilet preparations	Straits Settlement	Purchase

—o—

The name of the American Manufacturers of Toilet Articles was changed to Associated Manufacturers of Toilet Articles at a meeting of the directors held July 6. This change was made necessary following a revision of the by-laws to allow the admittance to membership of representatives of importers of toilet articles. The directors named Charles S. Welch as manager of the association. It is believed that this step will secure a closer co-ordination between the several committees.

—o—

The Canadian soap industry consumed perfumes valued at $235,582 during 1930, as compared with $47,614 worth used in the toiletries industry.

Importers Dealers Brokers

for 94 years

We have been supplying raw materials to the Soap and Allied Industries

OLIVE OIL, all grades
OLIVE OIL FOOTS

Fatty Acids, Animal and Vegetable
Cottonseed Soapstock **Boiled-down Cottonseed Soap**

Neatsfoot Oil	Castor Oil	Tallow	Trisodium Phosphate
Coconut Oil	Sesame Oil	Red Oil	Caustic Potash
Cottonseed Oil	Lard Oil	Soap Colors	Carbonate Potash
Palm Kernel Oil	Palm Oil	Chlorophyll	Bath Powder
Stearic Acid	Corn Oil	Soda Ash	Modified Soda
Oleo Stearine	Peanut Oil	Sal Soda	Caustic Soda
Soya Bean Oil	Grease (Animal)	Talc	Silicate of Soda

Superfatting Neutralizing Agents

Write for Information and Samples.

WELCH, HOLME and CLARK CO., Inc.
563 Greenwich St. **New York City**

Established 1838

Caustic Soda
High Grade—Solid or Liquid Form

Carbon Tetrachloride
Redistilled—water white—supplied also in combination with other solvents to meet individual requirements

Tri-Sodium Phosphate
Fine granular and powdered. Free-flowing and non-caking

STANDARD WARNER CHEMICALS

The WARNER CHEMICAL CO.

Chrysler Bldg. **New York City**

Phone MUrray Hill 2—0262

Say you saw it in SOAP!

PERSONAL AND IMPERSONAL

Frederick A. Keniston, for the past five years supervisor of the bar soap and process departments of the Port Ivory plant of Procter & Gamble Co., was transferred June 20 to the St. Bernard plant as superintendent.

—o—

Brillo Manufacturing Co. has redesigned its "Brillo" package, simplifying the typography, eliminating nonessentials and giving the name and product better display. The original package was designed in 1914.

—o—

Hewitt Bros. Soap Co., Dayton, Ohio, is featuring in its advertising a five-pound box of "Easy Task" soap chips. The new package was designed to appeal on a price and convenience basis. Illustrations emphasize the size of the package in comparison with the average soap package. One advantage of the large package is the extra attention it secures on dealers' shelves.

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The annual outing of the Foragers, New York essential oil organization, was held June 25, at Green Gables, Long Branch, N. J. The trip was made by boat, and the program of athletic events was followed by a shore dinner.

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Lever Bros. have taken quarters at 1327 Divisadero street, San Francisco, where a new branch office will be opened.

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The soap and rendering plant of M. J. Fitzgerald, Cambridge, Mass., was damaged slightly in a recent fire. Loss was estimated at about $3,000.

—o—

Raymond B. Fischer, sales supervisor of the distributing department of Procter & Gamble Co., Cincinnati, was killed in an automobile accident near Wapakoneta, Ohio, June 21. Mr. Fischer was thirty-four years old, and had been with the company for the past ten years.

—o—

Dr. Virgil Coblentz, former chief chemist for E. R. Squibb & Sons, Brooklyn, died suddenly early in June at the age of seventy.

—o—

Lee H. Bristol, vice-president Bristol-Myers Co., is the author of a new book, "Profits in Advance," published by Harper & Bros.

E. W. Phelps, of the Cleveland office of Swift & Co., has been elected president of the Rotary Club of Cleveland.

—o—

H. M. Ross, Pacific coast representative of Andrew Jergens Co., Cincinnati, died at his home in Glendale, Cal., early in June, at the age of seventy-three. Mr. Ross had been connected with the company for the past forty years, and for the past ten years had been in charge of distribution on the Pacific coast and in Hawaii.

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The H. H. Keim Co., Nampa, Idaho, are burning all fats and green bones from their packing plant under their boilers rather than attempt to ship them to renderers, according to a statement credited to Stanley B. Keim, president of the company. The price of tallow and fats is so low, they state, that it is more economical to burn the raw materials than to sell them. They are burned under the boilers of the plant mixed with wood and make a good fuel.

—o—

George S. Cooper, formerly sales manager of Diamond Alkali Co., Pittsburgh, has joined H. B. Prior Co., New York, as vice-president, and has acquired an interest in the company. H. B. Prior Co. is now acting as eastern representative of Diamond Alkali Co.

—o—

The Baltimore office of Colgate-Palmolive-Peet Co., which has long been in the Candler building, has moved to new and more attractive quarters in the Baltimore Trust building.

—o—

Peter J. Schlicht, secretary-treasurer of Gans Chemical & Supply Co., laundry supply dealers, Louisville, died early in June at his home in Louisville. Mr. Schlicht was seventy years old.

—o—

Warren J. Haig, vice-president in charge of industrial and institutional sales for the Puritan Soap Co., Rochester, resigned his position effective July 1st. After spending the month in the Adirondacks, he will return to Rochester and start his own business as a manufacturer's agent and distributor, serving principally the industrial building and institutional trades with soaps and sanitary products. In addition, it is his

intention to manufacture several specialty materials. Among others, he will represent the Puritan Soap Co. Mr. Haig has been connected with the Puritan Soap Co. since 1924, having started with the company as a salesman.

—o—

James W. Johnson, president of Johnson & Johnson, New Brunswick, N. J., for the past 22 years, resigned this position recently as the result of ill health. Robert W. Johnson, nephew of the retiring president and active head of the business, states that the office will not be filled.

—o—

R. G. Sappenfield, vice-president of W. T. Rawleigh Co., Freeport, Ill., recently resigned this position to become secretary-treasurer of Campana Corp., Batavia, Ill.

—o—

Charles H. Swift, formerly vice-chairman of the board of directors of Swift & Co., Chicago, has been elected chairman to succeed his brother, the late Edward F. Swift.

—o—

A shaving cream is being introduced by the Schulte stores in the New York market under the name, "Dasco." Tubes are given away free with fifteen cent packages of cigarettes.

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Martin Kaufman, formerly sales manager for the "No. 4711" line, has been elected vice-president of Ferd. Muelhens, Inc., New York, succeeding William F. Kropff, resigned.

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Grey Advertising Service, New York, has been retained to handle the account of Salomon & Phillips, distributors of Propert's leather and saddle soap.

—o—

Joseph D. Nelson, general manager of Andrew Jergens Co., Cincinnati, has been elected a member of the board of directors of the American Manufacturers of Toilet Articles, succeeding F. C. Adams of the same company.

—o—

Xavier Givaudan and Andre Givaudan, L. Givaudan & Cie., Paris, sailed for France on the *Berengaria*, June 15, following a two weeks' visit at the offices of their American representatives, Givaudan-Delawanna, Inc., New York. A farewell dinner was held at the Hotel Brevoort prior to the sailing, at which Xavier Gidaudan and Dr. Eric C. Kunz spoke briefly.

—o—

A protest by James P. Smith & Co., New York, against assessment of duty at 30% on a shipment of castile soap was recently sustained by Justice J. McClelland, who assessed duty at 15%. A similar action was decided in favor of Mattoon & Co., San Francisco.

—o—

Lambert Co. paid a quarterly dividend of $1 a share on common stock and an extra dividend of $1 a share, July 1, to stockholders of record June 17. Previously the regularly quarterly dividend had been $2.

—o—

Brilliant Chemical Corp., Brooklyn, janitor supplies, formerly located at 111 Gold street, has taken new quarters at 80 York street. The new telephones are MAin 4—1822-3.

—o—

George E. Prenovoust has been appointed Canadian agent for Irving Bennett & Co., New York, essential oils and aromatics. Headquarters will be maintained at 3429 Papineau avenue, Montreal, Quebec.

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Quaker Chemical Co., Brooklyn, soaps, clearing compounds, disinfectants, insecticides, etc., formerly located at 94 Spencer street, has recently moved to 478 39th street.

—o—

Consolidated Products Co., New York, used machinery and equipment, has moved to a new suite of offices on the twentieth floor of the 15 Park Row building.

—o—

Victor Chemical Works will exhibit at the Chicago Exposition, "A Century of Progress," reservation having been made for an extensive scientific exhibit in the Hall of Science. The company has been associated with the development of the phosphate industry since its organization in 1902, and is a large producer of trisodium phosphate.

—o—

United States imports of crude glycerine during May, 1932, totaled 206,087 lbs., worth $8,500. Imports of refined glycerine in the same month were 119,256 lbs., valued at $8,736.

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Soaps at British Chemists' Exposition

Some attractive new products made their debut at the 40th annual Chemists' Exposition, which was held recently in London. One of the most effective stands was the display of Potter & Moore, Ltd., specialists in Mitcham lavender soap and other lavender preparations. Pride of place was given to lavender products and lavender oil was shown as a "mosquitocide." A new subsidiary of an old independent soap firm, Pomona Soap Co., Ltd., had an attractive display of medicated soaps, a camphor soap being medicated with camphor, eucalyptus, and lavender. This line was offered as an ideal summer soap. Another noteworthy soap shown was a germicidal tablet containing 1 per cent mercuric-iodide offered by Parke Davis & Co., together with a shaving stick containing the same antiseptic. Walden, Walden & Co. introduced "Aerofume," a new disinfectant for sweetening the air and keeping moths at bay. It is used from a spray or deodorizer and is pleasantly scented. Various special shampoos were featured by Camilatone, Ltd., including types for all shades of hair, and a new nursery shampoo recommended for young children.

CONTRACTS AWARDED

Crystal Soap & Chemical Co., Philadelphia, was low bidder on a quantity of auto soap for the Post Office Department, Washington, in a recent bidding. The low quotation was 1.95c. pound on the basis of 500-lb. barrels. The same company was low bidder on auto soap in 250-lb. barrels and 10-lb. cans, the low bids respectively being 2.2c. pound and 4.25c. pound. Davies-Young Soap Co., was low bidder on auto soap in 50-lb. cans, with a quotation of 3.25c. lb.

—o—

Globe Chemical Co., Cincinnati, was recently awarded the contract to supply 6,000 lbs. of flake naphthalene at a price of 4.64 cents a pound for use by the Army Air Corps, Wright Field, Ohio.

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H. H. Rosenthal Co., New York, has been awarded the contract for 6,000 lbs. naphthalene for Army Quartermaster, Chicago, at 3.75 cents.

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Blockson Chemical Co. has been awarded the contract to supply 6,500 lbs. trisodium phosphate to Rock Island Arsenal, Ill., the price being 3.45 cents a pound.

—o—

The low bidder on 3,500 gallons of liquid soap for the U. S. Post Office Department, Washington, D. C., in a recent bidding was W. F. Straub Laboratories, Chicago, with a quotation of 15c. Other bids and bidders were as follows:

James Good, 18.7c; Winn Products Corp., Pittsburgh, 32.5c; Pecks Products Co., St. Louis, 40; Werner G. Smith Co., Cleveland, 18c; Harley Soap Co., Phila., 19.25c; R. M. Hollingshead Co., Camden, 18.9c; Janitors' Supply Co., Pittsburgh, 25c; Du Bois Soap Co., Cincinnati, 16.8c; Green Oil Soap Co., Chicago. 24c; Crystal Soap & Chemical Co., Phila., 17.8c; R. A. Abbey Co., Scranton, Pa., 30c; Armour & Co., Chicago, 19.22c; Fergusson Laboratories, Phila., 16.74c; Fort Pitt Chemical Co., Pittsburgh, 25c; Saponification Co., N. Y. City., 20c; Leno Products Co., Balto., 25c; Bud Chemical Products Co., Phila., 27c; Kranich Soap Co., Brooklyn, 23c; Fischer's Surfa-Saver Co., Cincinnati, 19.5c; Iowa Soap Co., Burlington, Iowa, 18c.

—o—

Hunnewell Soap Co., Cincinnati, has been awarded the contract to supply Fort McClellan with 600 10- to 12-oz. cakes type B grit soap at a price of 3c, and 600 additional cakes for Maxwell Field at the same price. The Washington office of the same company was awarded contracts for 300 10-oz. cakes for Fort Oglethorpe at 3c, 1,100 cakes for Jefferson Barracks at 2.8c and 800 cakes for Scott Field at 2.8c. Cudahy Packing Co., Chicago, awarded 700 10-oz. cakes for Fort Logan at 3.58c, and 700 cakes for Fort Warren at 3.58c. Procter & Gamble Distributing Co., St. Louis, was awarded the contract for 4,740 16-oz. cakes ordinary unwrapped laundry soap for Maxwell Field at a price of 2.76c; 9,120 cakes, Fort McClellan, at 2.76c; 16,800 cakes, Fort Oglethorpe, at 2.76c; 780 cakes, Biloxi, at 2.76c; 1,080 cakes, Hot Springs, at 2.66c; and 3,660 cakes, Fort Robinson, at 2.66c. Colgate-Palmolive-Peet Co., Chicago, awarded 1,140 16-oz. cakes for Jeffersonville Depot at 2.23c; 6,960 cakes, Fort Knox, at 2.23c; 5,700 cakes, Fort Thomas, at 2.45c; 10,680 cakes, Jefferson Barracks, at 2.45c; 8,400 cakes, Scott Field at 2.45c; 19,440 cakes, Fort Crook, at 2.5c; 31,980 cakes, Fort Leavenworth, at 2.2c; 12,660 cakes, Fort Omaha, at 2.5c; 58,020 cakes, Fort Riley, at 2.37c; 5,280 cakes, Fitzsimons General Hospital, at 2.9c; 4,860 cakes, Fort Logan, at 2.9c; and 13,920 cakes, Fort Warren, at 2.9c.

—o—

According to the recent survey of the retail drug outlets in the St. Louis area, 88.3% of the dentifrices sold are in the form of pastes, only 11.7% being tooth powders. In the case of shaving preparations, 88% of the sales are creams, the balance being divided among soaps, powders and liquids.

—o—

J. Wrench, sales manager of Industrial Chemical Sales Co., New York, sailed for Europe on the *Brittanic*, July 2. He planned to be gone two months, visiting agents in the principal European cities.

—o—

Exports of toilet or fancy soap from United States during April, 1932, amounted to 305,054 lbs., worth $57,566, as compared with 509,380 lbs., valued at $106,669, during the same month of 1931.

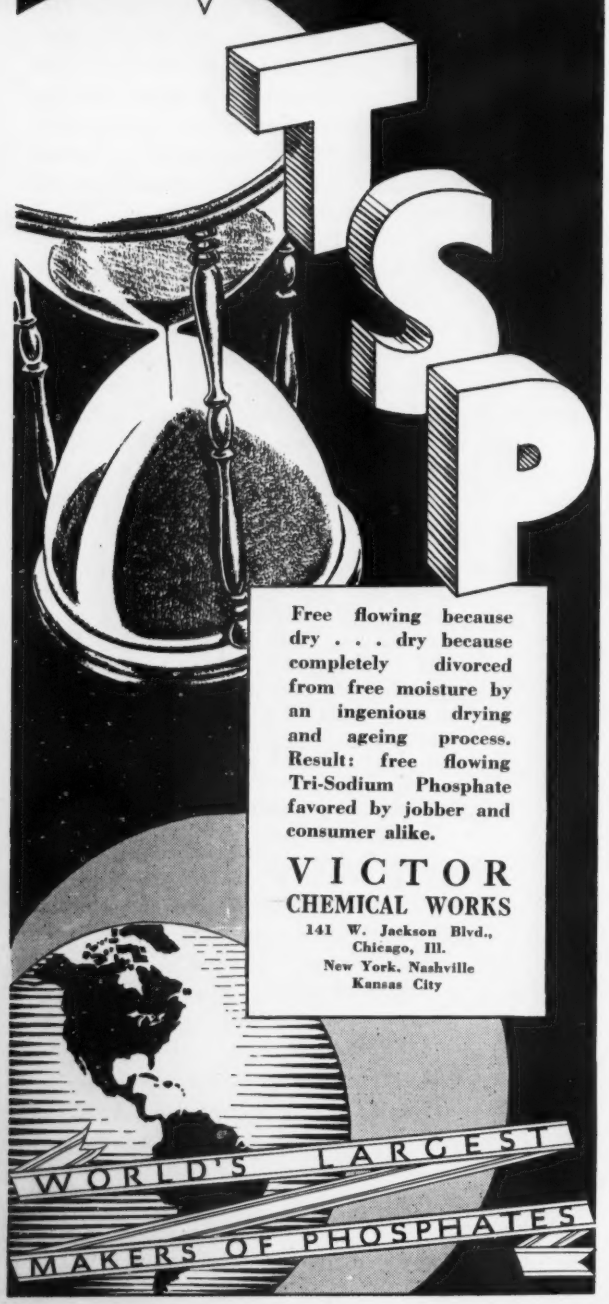
—o—

Laundry soap exports from United States during April, 1932, totaled 1,702,095 lbs., worth $101,958, as against 2,615,470 lbs., priced at $151,839, during April, 1931.

—o—

Dodge & Olcott Co., New York, has issued a new price list with quotations for July and August, 1932.

Free flowing VICTOR TSP



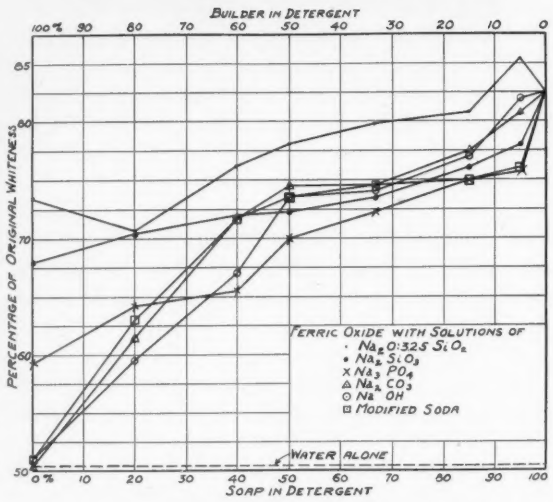
Free flowing because dry . . . dry because completely divorced from free moisture by an ingenious drying and ageing process. Result: free flowing Tri-Sodium Phosphate favored by jobber and consumer alike.

VICTOR CHEMICAL WORKS

141 W. Jackson Blvd., Chicago, Ill.
New York. Nashville
Kansas City

WORLD'S LARGEST MAKERS OF PHOSPHATES

SILICATES OF SODA IN SOAPS



DEPOSITION

SOAP makers today consider detergency something more than just removing dirt with the least possible injury to the fabric. The other important factor is protection against deposition or redeposition of dirt.

When clean and dirty clothes are washed together in the same water, some of the dirt removed from one may be deposited on the other. A large experience has proved that clothes washed with silicated soaps have better color than when silicate is not used.

A series of recent experiments using mixtures of soap with various alkaline materials was run on cloth soiled with different types of pigments. The chart above shows the deposition of ferric oxide on cotton cloth with various detergent solutions. It will be noted that the whitest cloth is obtained with the soap and "N" Brand Silicate solution ($Na_2O.\ 3.25\ SiO_2$)

Send for a copy of the bulletin giving the complete series of these tests on redeposition. Ask for Bulletin 49-A.

PHILADELPHIA QUARTZ CO.

General Offices and Laboratory

121 S. THIRD ST., PHILADELPHIA

Chicago Sales Office: 205 West Wacker Drive

Say you saw it in SOAP!

RECORD OF TRADE-MARKS

The following trade-marks were published in the June issue of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

Trade Marks Filed

CRECO KLEENWELL—This in broken letters describing liquid soap. Filed by Creco Co., L. I. City, N. Y., Aug. 29, 1931. Claims use since August, 1927.

PRODERMATECT—This in solid letters describing shaving cream. Filed by Prodermatect Co., Scottsdale, Pa., Feb. 19, 1932. Claims use since Nov. 5, 1931.

BLADEZE—This in solid letters describing shaving cream. Filed by Domestic Toiletries, Inc., Cleveland, April 9, 1932. Claims use since Oct. 17, 1931.

PERMAG—This in solid letters against circular background describing soaps. Filed by Magnuson Products Corp., New York, Apr. 14, 1932. Claims use since July 11, 1931.

DU-KANE—This in solid letters describing detergent. Filed by S. Strunz & Son, Inc., Pittsburgh, Apr. 19, 1932. Claims use since Mar. 15, 1932.

MINCO—This in solid letters describing laundry sours. Filed by Minnesota Chemical Co., Minnesota Transfer, Minn., Feb. 19, 1932. Claims use since Feb. 1, 1929.

DRAWING OF CHICK and broken shell, describing tooth paste. Filed by Bon Ami Co., New York, April 2, 1932. Claims use since Mar. 4, 1932.

BELASEPTINE—This in solid letters describing antiseptics. Filed by Bell Drug Co., East Orange, N. J., Apr. 5, 1932. Claims use since June 15, 1922.

TARTRIKOL—This in outline letters describing antiseptic jelly. Filed by Durex Products, Inc., New York, Apr. 6, 1932. Claims use since Mar. 1, 1932.

ACETIKOL—This in outline letters describing antiseptic jelly. Filed by Durex Products, Inc., New York, Apr. 6, 1932. Claims use since Mar. 1, 1932.

HEXYKOL—This in solid letters describing antiseptic jelly. Filed by Durex Products, Inc., New York, April 6, 1932. Claims use since Mar. 1, 1932.

CELLIKOL—This in solid letters describing antiseptic jelly. Filed by Durex Products, Inc., New York, Apr. 6, 1932. Claims use since Mar. 1, 1932.

MOTH-ROON—This in solid letters describing insecticides. Filed by Levine Bros., New York, Apr. 7, 1932. Claims use since Mar. 21, 1932.

KLINZMOTH—This in solid letters describing insecticide. Filed by Klinzmoth Co., New York, Apr. 8, 1932. Claims use since Apr. 1, 1931.

FLORIDENT—This in outline letters describing tooth paste. Filed by Domestic Toiletries, Inc., Cleveland, Apr. 9, 1932. Claims use since Oct. 17, 1931.

JLCO—This in solid letters describing polish. Filed by Jlco Laboratories, Chicago, Mar. 9, 1932. Claims use since Feb. 1, 1924.

BEST—This on reverse plate describing polishing preparation. Filed by Best Products Co., Kansas City, Mar. 14, 1932. Claims use since June 1, 1928.

VELVO—This in outline letters describing cleaning compound. Filed by H. & L. Products Co., Linden, N. J., Nov. 27, 1931. Claims use since Aug. 16, 1930.

COPPERHEAD—This in solid letters describing copper polish. Filed by Charles Burke & Sons, Detroit, Mar. 21, 1932. Claims use since Feb. 1, 1931.

SOLVAY—This in solid letters describing cleaning compound. Filed by Solvay Process Co., Geddes, N. Y., Mar. 31, 1932. Claims use since Sept. 29, 1930.

ANIMATED CAN viewing dead insects, with words "It 'Getz' There" describing insect exterminator. Filed by Getz Exterminators, Inc., St. Louis, Jan. 2, 1932. Claims use since 1888.

BOROLESTONE—This in solid letters describing antiseptic. Filed by Peoples Drug Stores, Inc., Washington, Apr. 9, 1932. Claims use since Oct. 9, 1931.

HY-PRO-DENT—This in solid letters describing tooth paste. Filed by Hygeia Products, Inc., Brooklyn, May 3, 1932. Claims use since Apr. 1, 1932.

LIQUID ROUGE—This in solid letters with shield describing metal polish. Filed by N. S. Meyer, Inc., New York, June 16, 1930. Claims use since June, 1928.

CRECO KLEENRITE—This in broken letters describing floor scrubbing soap. Filed by Creco Co., Inc., L. I. City, N. Y., Aug. 29, 1931. Claims use since August, 1927.

"LINO" FOOD—This in solid letters describing linoleum cleaner. Filed by Gunn Furniture Co., Grand Rapids, Mich., Feb. 29, 1932. Claims use since July 16, 1921.

AFCO—This in engraved letters describing cleaning

compounds. Filed by Alex C. Fergusson Co., Phila., Mar. 18, 1932. Claims use since November, 1931.

SUPCO—This in solid letters describing metal cleaners and polishes. Filed by Supreme Products Co., St. Louis, Apr. 22, 1932. Claims use since Apr. 19, 1932.

MARSO—This in solid letters describing powdered soap compound. Filed by R. B. Martie, Inc., New York, May 4, 1932. Claims use since Jan. 1, 1932.

U-ZIT—This in heavy script describing polish. Filed by U-Zit Mfg. Co., Chicago, May 4, 1932. Claims use since 1922.

FANCHON—This in handwriting describing toilet soap. Filed by Colgate-Palmolive-Peet Co., Chicago, May 6, 1932. Claims use since September, 1931.

JLCO—This in solid letters describing shoe polish. Filed by Jlco Laboratories, Chicago, May 10, 1932. Claim use since Feb. 1, 1924.

ROTECIDE—This in shaded outline letters describing insecticides. Filed by Stenover, Inc., East Orange, N. J., Feb. 6, 1932. Claims use since Aug. 17, 1931.

DE-MISE—This in solid letters describing insecticide. Filed by Lanair Co., Chicago, Apr. 2, 1932. Claims use since Oct. 18, 1930.

INNOVINE—This in solid letters describing antiseptic. Filed by Innovine Co., Fairhaven, Mass., Apr. 30, 1932. Claims use since Feb. 1, 1932.

DERMA-SAN—This in solid letters describing disinfectant. Filed by Huntington Laboratories, Inc., Huntington, Ind., May 16, 1932. Claims use since Jan. 2, 1932.

CN—This on reverse plate describing cleaners, polishes, soaps, sweeping powders, etc. Filed by West Disinfecting Co., L. I. City, N. Y., Mar. 2, 1931. Claims use since July 15, 1899.

TEUTONIC—This in solid letters describing cleaner. Filed by Twentieth Century Mfg. Co., Cedar Rapids, Iowa, April 5, 1932. Claims use since Oct. 15, 1931.

MAISON JEURELLE—This in letters in simulation of handwriting, describing toilet soap. Filed by Maison Jeurelle, Inc., Jersey City, May 10, 1932. Claims use since Mar. 16, 1932.

NOMAR—This in solid letters describing soaps. Filed by J. B. Williams Co., Glastonbury, Conn., May 17, 1932. Claims use since May 5, 1932.

DOLCO—This in solid letters describing insecticides, cleaners, disinfectants, etc. Filed by C. B. Dolge Co., Westport, Conn., Apr. 6, 1932. Claims use since 1926.

BIF—This in solid letters describing insecticides. Filed by White Tar Co. of New Jersey, Kearny, N. J., Apr. 14, 1932. Claims use since June 21, 1930.

PYLORA—This in solid letters describing tooth powder. Filed by Nyal Co., Detroit, May 2, 1932. Claims use since Feb. 10, 1932.

DRY OLET—This in solid letters describing shampoo. Filed by Dryolet Mfg. Co., St. Louis, May 20, 1932. Claims use since June 26, 1929.

Trade Marks Granted

294,515. Auto and Furniture Polish. Abeles-Lewit Co., New York. Filed December 29, 1931. Serial No. 322,490. Published March 22, 1932. Class 16.

294,527. Cleaning Compound. Instant Sales Co., Philadelphia. Filed January 11, 1932. Serial No. 322,883. Published March 15, 1932. Class 4.

294,546. Soaps, Metal Polishes, Shoe Polishes, etc. S. H. Kress & Co., New York Filed January 30, 1932. Serial No. 323,622. Published March 15, 1932. Class 4.

294,556. Soap. Gold Dust Corp., New York. Filed December 16, 1931. Serial No. 322,168. Published March 15, 1932. Class 4.

294,557. Soap. Gold Dust Corp., New York. Filed December 16, 1931. Serial No. 322,169. Published March 15, 1932. Class 4.

294,680. Disinfectant, Deodorant, and Insecticide. Josephson Disinfecting Co., Bronx, N. Y. Filed September 5, 1930. Serial No. 305,359. Published March 29, 1932. Class 6.

294,689. Dentifrices. Antidolor Mfg. Co., Springville, N. Y. Filed February 8, 1932. Serial No. 323,933. Published March 22, 1932. Class 6.

294,693. Saponified Cresol Solution. Lysol, Inc., Bloomfield, N. J. Filed January 29, 1932. Serial No. 323,582. Published March 29, 1932. Class 6.

294,737. Insecticide Compounds. Alexander Drug Co., Oklahoma City, Okla. Filed October 15, 1931. Serial No. 320,070. Published March 8, 1932. Class 6.

294,741. Antiseptic Solution. Zev Pharmacal Company, Alton, Ill. Filed November 2, 1931. Serial No. 320,720. Published March 8, 1932. Class 6.

294,744. Antiseptic, Disinfectant, and Prophylactic. J. Hubbard & Co., Boston. Filed November 27, 1931. Serial No. 321,538. Published March 8, 1932. Class 6.

294,772. Tooth Powder and Antiseptic. Tulco Laboratories, Tulsa, Okla. Filed January 7, 1932. Serial No. 322,807. Published March 8, 1932. Class 6.

294,817. Preparation for Killing Cockroaches. William Ransom Auttenberry, Bowie, Tex. Filed December 24, 1931. Serial No. 322,440. Published March 22, 1932. Class 6.

294,819. Antiseptic, Prophylactic, and Deodorant. Pinetrine Co., New York. Filed December 23, 1931. Serial No. 322,400. Published March 22, 1932. Class 6.

294,837. Liquid Cleaner. Pittsburgh Cleaner Co., Pittsburgh. Filed October 28, 1931. Serial No. 320,548. Published March 1, 1932. Class 6.

294,838. Insecticides, Germicides, and Fungicides. California Spray-Chemical Corp., Berkeley, Calif. Filed November 7, 1931. Serial No. 320,965. Published March 1, 1932. Class 6.

294,846. Moth-Proofing Liquid. William E. Wilson,

Philadelphia. Filed December 15, 1931. Serial No. 322,149. Published March 1, 1932. Class 6.

294,921. MOTH REPELLANT. Egyptian Mothproofing Co., Hollywood, Calif. Filed August 21, 1931. Serial No. 318,275. Published March 22, 1932. Class 6.

294,950. Varnish and Wax for Wood Floors. Huntington Laboratories, Huntington, Ind. Filed January 30, 1932. Serial No. 323,618. Published March 29, 1932. Class 16.

294,952. Furniture Polish. Dominic J. Schuh, Cincinnati. Filed February 1, 1932. Serial No. 323,721. Published March 29, 1932. Class 16.

295,027. Waxing and Polishing Compositions. Wilbur White Chemical Co., Owego, N. Y. Filed January 21, 1932. Serial No. 323,262. Published April 5, 1932. Class 16.

295,062. Floor, Woodwork, and Furniture Polishes. Gerson-Stewart Corp., Cleveland. Filed December 1, 1931. Serial No. 321,654. Published March 29, 1932. Class 16.

295,109. Metal Polish. Atlas Supply Co., Newark. Filed October 23, 1931. Serial No. 320,345. Published April 5, 1932. Class 4.

295,113. Shaving Cream. Robot Razor Blade Corp., New York. Filed December 1, 1931. Serial No. 321,667. Published March 29, 1932. Class 4.

295,130. Shaving Cream and Soap. Sam Glass, Wauwatosa, Wis. Filed January 27, 1932. Serial No. 323,490. Published March 29, 1932. Class 4.

295,132. Shaving Creams. Frank C. Reilly, New York. Filed February 1, 1932. Serial No. 323,716. Published April 5, 1932. Class 4.

295,136. Cleansing Preparation, Disinfectant and Deodorant. Sepsan Products Co., New London, Conn. Filed February 6, 1932. Serial No. 323,892. Published April 5, 1932. Class 6.

295,142. Dry Cleaning Soap. Davies-Young Soap Co., Dayton, Ohio. Filed February 15, 1932. Serial No. 324,151. Published April 5, 1932. Class 4.

295,143. Liquid Dry Cleaning Soap. Davies-Young Soap Co., Dayton, Ohio. Filed February 15, 1932. Serial No. 324,152. Published April 5, 1932. Class 4.

295,144. Liquid Dry Cleaning Soap. Davies-Young Soap Co., Dayton, Ohio. Filed February 15, 1932. Serial No. 324,153. Published April 5, 1932. Class 4.

295,145. Soap. Polk Miller Products Corp., Richmond, Va. Filed February 15, 1932. Serial No. 324,188. Published April 5, 1932. Class 4.

295,150. Tincture to Repel Insects. Beu Laboratories, Louisville, Ky. Filed February 18, 1932. Serial No. 324,295. Published April 5, 1932. Class 6.

295,158. Insecticide. Mathews Nelson, Tulsa, Okla. Filed February 29, 1932. Serial No. 324,624. Published April 5, 1932. Class 6.

295,188. Shampoo. Lenwells, Inc., Chicago. Filed May 22, 1931. Serial No. 314,919. Published August 18, 1931. Class 6.

New Patents

Conducted by

Lancaster, Allwine & Rommel

Registered Attorneys

PATENT AND TRADE-MARK CAUSES

815 15th St., N. W., Washington, D. C.

Complete copies of any patents or trade-mark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-mark Law will also be freely answered by these attorneys.

No. 1,857,318, Hypochlorites, Patented May 10, 1932, by Charles Mindeleff, New York, N. Y., assignor to Louise G. Robinovitch, Golden, Colorado. The combination with a liquid hypochlorite, of a fragrant oil that overlies the hypochlorite.

No. 1,858,662, Sulphonation Products and Process of Making Same, Patented May 17, 1932, by Friedrich Felix and Otto Albrecht, Basel, Switzerland, assignors to Society of Chemical Industry in Basle, Basel, Switzerland. A process of producing new sulphonation products of unsaturated higher fatty acid compounds, which comprises the action of sulphonated aromatic carboxylic acids and of inorganic sulphonating agents on unsaturated higher fatty compounds.

No. 1,859,036, Method and Material for Clearing Drain Pipes and for Other Uses, Patented May 17, 1932, by Everett J. Hall, New York, N. Y., assignor to Metals Disintegrating Company, Inc., Elizabeth, N. J. A composition of matter for the use set forth, comprising alkali metal hydroxide, and particles comprising aluminum alloyed with silicon, the particles being graded definitely into predetermined different sizes.

No. 1,861,189, Dentifrice, Patented May 31, 1932, by Richard Pasternack, Brooklyn, N. Y., assignor to Charles Pfizer & Company, Brooklyn, N. Y. A dentifrice comprising a cleansing and polishing agent consisting of a member selected from the group consisting of calcium gluconate and magnesium gluconate.

—o—

Lammot duPont was re-elected president of the Manufacturing Chemists' Association at the 60th annual meeting held early in June at Absecon, N. J. Other officers re-elected include: William B. Bell, American Cyanamid Co., and E. M. Allen, Mathieson Alkali Co., vice-presidents; J. W. McLaughlin, Carbide & Carbon Chemical Co., treasurer; and Warren N. Watson, secretary.

—o—

Seta Process Co., makers of textile soaps, formerly at 101 Garden avenue, North Bergen, N. J., is reported to have moved to Secaucus, N. J.

Terpineol, C. P.

Water White—Fine Odor—One of the Best
Low Cost Odors for Soaps, Fly Sprays,
Deodorizing Blocks, etc.

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Synthetic

White Crystals with Fine Natural Odor for
mentholated shaving creams, soaps,
shampoos, lotions, creams

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New York Office, 130 Pearl Street

Market Report on

ESSENTIAL OILS AND AROMATICS

(*As of July* 9, 1932)

NEW YORK—The market for essential oils and aromatic chemicals exhibited conflicting tendencies during the period just closed. Declines and advances were about evenly distributed. Most dealers reported fairly good sales for the month of June, but little interest among buyers up to this point in July, as the summer recession began to make itself felt more strongly. The firmest feature of the market was Bois de Rose which advanced sharply again as reports of crop shortage were confirmed. Anise oil and Cassia were both lower again as lower cables came in. Citronella Ceylon was slightly firmer as higher cables were received from producing areas. Peppermint oil quotations were also higher due to unfavorable reports from the Middle West as to the condition of the current crop.

Oil Anise

The price of Anise oil dropped a cent a pound to 31c this period, as lower cables continued to come in from China.

Oil Bergamot

Bergamot was unchanged in price this period, and the market was characterized by very little activity. The Italian Consortium has up to this point had little effect on the local market, as dealers have been selling from stock and making no move to renew their supplies through the Consortium.

Oil Bois de Rose

Bois de Rose, Cayenne, again advanced sharply this period, reaching $1.90 pound in some quarters. The primary market offers nothing in the way of stocks and a shortage of Brazilian oil indicates that users will not be able to shift to this oil to meet the emergency. The price of the latter oil has also risen sharply, and now stands at 87 to 90c lb.

Oil Cassia

A reduction in the price of Cassia oil was noted this period, bringing the current figure down to 90c for oil in drums. Lower cables from China are credited with the reduction.

Oil Citronella

Ceylon oil is somewhat firmer this period in primary markets, although as yet there have been no development in the local situation. Dealers who have been in touch with the primary market by cable recently state that sellers have been unwilling to accept further offers at levels quoted recently.

Oil Peppermint

Although there have been no recent price movements in the local market in Peppermint oil the situation is described as firmer, due to dry weather which threatens to reduce the size of the coming crop.

Otto of Rose

Further declines were reported on this item by some houses, the inside quotation now being $7.25 an ounce. The prospect of a poor crop would ordinarily mean a movement of the market in the opposite direction, but due to a good carryover and small demand, producers have been forced to lower their demands to make sales.

—o—

British North Borneo has recently adopted legislation which provides for imposition of an import duty of 10 per cent ad valorem on soap which were formerly admitted free.

—o—

The second golf tournament of the Salesmen's Association of the American Chemical Industry was held at Braidburn Country Club, Madison, N. J., July 12. L. E. Swenson, American Cyanamid Co., chairman of the entertainment committee of the association, was in charge of the affair which attracted some forty golfers.

—o—

Appointment of a receiver for Container Corp. of America has been asked in a suit by H. J. Thomson, holder of a $1,000 5 per cent debenture of the company. Container Corp. states that the suit is unjustified and will be resisted vigorously.

—o—

A chloroform extract of pyrethrum in a vehicle of kerosene was proved highly efficient as an insecticide in tests recently conducted by the research board of the U. S. Army Medical Department in Manila. The product tested proved to be efficient against mosquitoes, roaches and house ants, while being non-toxic to humans and animals. In the preparation of the test spray, the pyrethrum was macerated with the chloroform for two hours, with frequent shaking. The mixture was then filtered and the filtrate mixed with kerosene.

—o—

It has been suggested that a mixture of quinine hydrochloride, distilled water, adeps lanae (wool grease) and ionone makes an effective protecting salve for use on the skin against mosquitoes and other insects. Drog. Zeitung.

USE STAUFFER BRAND

Carbon Tetrachloride

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STAUFFER BRAND Carbon Tetrachloride will make a good cleaner better. It is 99.9% pure, the purest obtainable anywhere, is water white and is absolutely free from residue or residual odor. May we work with you when you are next in the market? Let us submit samples and prices. Anything from a drum up.

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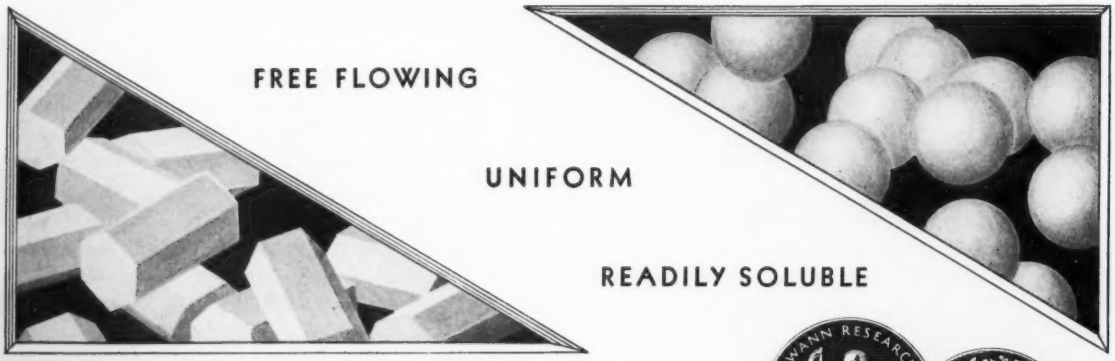
CRYSTALLINE OR GLOBULAR



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Say you saw it in SOAP!

Market Report on

SOAP AND DISINFECTANT CHEMICALS

(*As of July* 8, 1932)

NEW YORK—The market for soap and disinfectant chemicals continued to exhibit the same quiet tone followed in recent months this period, with prices for the most part unchanged and shipments continuing to run under the totals of previous years. Movement of alkalis into consuming channels continued to hold up fairly well, although there were the usual seasonal reductions in demand in many industries. The glycerine market continued quiet with prices unchanged. Pyrethrum prices continued at previously quoted levels. Imports have increased remarkably during the early months of this year. Rosin prices were moderately lower and trade in this market continued inactive.

Alkalis

Alkali shipments were moderately lower this period due to seasonal recessions in a number of consuming channels. Prices were unchanged at previously quoted levels. Soap manufacturers were reported to be active in ordering fair sized quantities of caustic potash against existing contracts.

Glycerin

Glycerin prices were unchanged this period, with the market continuing to exhibit a rather quiet tone. The current figure on C. P. glycerin is 10¾ to 11c lb., with dynamite at 8 to 9½c lb., saponification at 5 to 5½c lb., and soapslye at 4 to 4⅛c lb.

Insect Powder

Insect powder prices continue at about the same level, the ruling figure on good quality flowers being 20 to 22c lb. United States imports of pyrethrum during the first four months of the year totaled 4,571,076 lbs., worth $520,782, greater than the total imports for 1931 which were 4,521,143 lbs., worth $522,103. Japan supplied the bulk of the American requirements, 4,119,190 lbs., at $475,806.

Naval Stores

Changes in rosin quotations were moderate in both local and primary markets this period. Stocks are said to be rather light and offerings in primary markets were light. In the face of equally light demand, little activity was noted. Closing quotations on the various grades were as follows: Gum Rosin, Grade B, $3.20; H, $3.50; M, $4.30; N, $4.90; WG, $5.30; WW, $5.90; Wood Rosin, $3.33 to $3.53, at works, $2.50.

C-P-P Co. Reduces Dividend

The directors of Colgate-Palmolive-Peet Co., in a meeting in Chicago, July 5, voted to reduce the quarterly dividend on the common stock to 25c. a share, rather than make any reduction in the size of the advertising appropriation. This compares with a dividend of 62½c. a share in each of the two preceding quarters. The dividend is payable July 25 to stockholders of record July 15, and places the stock on a $1.00 per share annual basis.

In making public the action of the directors, Charles S. Dewey, vice-president of the company in charge of finance, explained that the directors considered maintenance of advertising more vital to the stockholders than payment of dividends in the present business situation. He said in part:

"Over a long period of years and by the expenditure of large sums of money, the company has placed its brands in the forefront of the toilet soap, laundry soap and toilet article industry."

"The management believes active business and prosperity will in due course return to the country and that as heretofore the public will seek the quality and reputation of those brands which have stood the test of time and with which they are familiar.

"For this reason, the company contemplates continuing its advertising campaigns on a basis that will hold the position of the company in the industry and the reputation of its advertised brands in the minds of the consuming public.

"As no one can foretell for how long a period present conditions may last, the company intends to conserve its resources and maintain itself in a liquid position, believing that the carrying out of its program—even to the extent of reduced profits and dividends on the common stock—is the greatest ultimate service it can render to its stockholders."

The sentiment of the directors was translated into action by announcement of a broad newspaper campaign which will start about August 1. In this campaign a tube of either Colgate or Palmolive shaving cream will be offered together with a Gem razor and five blades for 49c. the goods having a list retail price of $1.50. Present plans call for offering some 3,000,000 units of this type.

—o—

Exports of dental creams from United States during April, 1932, totaled 98,743 lbs., worth $90,388.

EASTERN MELTERS ASSOCIATION, Inc.

HEADQUARTERS FOR

Tallow Greases

Stearic Acid Red Oil Glycerine

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SOAPS OF ALL KINDS

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COLUMBIA BRAND

98% - 100%
CAUSTIC SODA
76% Na_2O
Solid – Flake
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99% - 100%
SODA ASH
58% Na_2O
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BARBERTON, OHIO

Say you saw it in SOAP!

Market Report on

TALLOW, GREASES AND OILS

(*As of July* 8, 1932)

NEW YORK—The market for soapmaking fats and oils exhibited a decidedly firmer tone this period, and followers of the market began to speculate on the possibility of a reversal of the trend in fat and oil prices over the coming months. The strongest development of the period was an increase of approximately a cent a pound in the price of lard, following a sharp upturn in the hog market early in the period. This show of strength prompted similar movements in other competing products, with the result that a number of fractional gains were reported in cottonseed oil, corn oil and coconut oil. The rest of the oil and fat list was generally weak, with a number of moderate declines noted. The soap industry continues to absorb substantial quantities of fats and oils, and with production continuing at a rate approximating that of two years ago it is believed that stocks of oils are not advancing.

Coconut Oil

A firmer tone was apparent in the coconut oil market this period, with prices at various points advancing fractionally. Receipts of copra at distributing points continue very light, and offerings of bulk oil for shipments are also in small volume. The current quotation for New York tanks of Manila oil is 3¼ to 3⅜c lb.

Corn Oil

An advance of a quarter cent a pound in the price of crude corn oil was noted this period, due to the continuance of light offerings and the strength of competing oils. Closing quotations were 3 to 3⅛c for mill tanks.

Cottonseed Oil

The trend of prices in the cotton oil market was upward last period, influenced largely by the stronger tone of the lard market. Crude oil was bid ⅜c lb. higher at 3⅛c lb. P. S. Y. oil was ¼c lb. higher at 3½c lb.

Lard

Lard prices rose abruptly this period, following a sharp advance in the price of live hogs. The price of the latter has been skyrocketing for the past month, the percentage advance at this point from the previous low being about 70%. Receipts of hogs have been small, and growers are not optimistic as to an increase in the immediate future. The current quotation on prime steam lard is 4¾c lb.

Tallow

Tallow quotations remained about the same this period, the market being slightly stronger. Offerings continued light.

—o—

C-P-P Co. Adopts Five-Day Week

Colgate-Palmolive-Peet Co., as a part of a general plan to adjust its organization to present conditions, has placed its operations on a five-day week basis, as of July 1, employes to receive five days' pay. The company is also reported to be reducing wages and salaries—the maximum cut being 50% for the management, and the minimum being 10% in the case of employes generally throughout the organization. This reduction is also effective as of July 1.

—o—

American Cyanamid & Chemical Corp. has retained Hazard Advertising Corp. of New York to handle advertising for the parent company and its subsidiaries, Kalbfleisch Corp., A. Klipstein & Co., John C. Wiarda & Co., Superior Chemical Co. and Fumigators Supply Co.

—o—

The Nicaraguan Congress, in an effort to stimulate the sale of domestically produced tallow to local soap manufacturers, has enacted legislation providing for a tax of $0.06 per kilogram on imported tallow and palm oil.

—o—

Competition in the Haitian laundry soap market continues to be very keen, with one British firm quoting $9.60 per case of 200 pounds gross weight. One large American firm has met the cut, offering cases of 205 pounds gross at $9.85. The other large American supplier has not met the reduced prices, and is reported to be losing out in this market, while a Cuban supplier, by meeting competing prices, is reported to be making inroads into the market. The newly equipped soap plant of a Port-au-Prince vegetable cooking fat manufacturer has not yet been put into operation, due to the extreme competition in the market.

—o—

Consolidated Chemicals, Inc., New Orleans sanitary supplies, has moved to new and larger quarters at 609 Bourbon street.

—o—

Synthetic Products Co., Cleveland, Stearate manufacturer, has resumed shipments following completion of a new plant built to replace the one destroyed recently by fire.

Announcing

AMERICAN CYANAMID & CHEMICAL CORPORATION

Effective July 1st, 1932

IN ORDER to more effectively place at the disposal of its customers the combined technical, manufacturing, sales and shipping facilities of the Industrial Chemical and Insecticide units of the American Cyanamid Company and affiliated companies, American Cyanamid & Chemical Corporation have, as of July 1st, consolidated the activities formerly carried on by the following companies:

AMERICAN CYANAMID COMPANY
Industrial Chemical Division
AMERICAN CYANAMID SALES COMPANY
THE KALBFLEISCH CORPORATION
A. KLIPSTEIN & CO., INC.
JOHN C. WIARDA & CO., INC.
SUPERIOR CHEMICAL CO., INC.
FUMIGATORS SUPPLY COMPANY

All correspondence after July 1st should be addressed to American Cyanamid & Chemical Corporation at the same address to which you have been accustomed to send letters or other communications. In addition to the above, the activities of the following companies have at the same time been placed under the control of American Cyanamid & Chemical Corporation:

AMERICAN POWDER COMPANY
THE SELDEN COMPANY
STRUCTURAL GYPSUM CORPORATION
OWL FUMIGATING CORPORATION
THE KALBFLEISCH CORPORATION OF SURINAM

We believe that this consolidation of activities will enable us to render even better service to the trade, and look forward to the increased opportunity of continuing the established relationship with our friends and customers.

AMERICAN CYANAMID & CHEMICAL CORPORATION
535 FIFTH AVENUE, NEW YORK

Say you saw it in SOAP!

CURRENT PRICE QUOTATIONS

As of July 8, 1932

Chemicals

Acetone, C. P., drums.....lb.	.10	.11
Acid, Boric, bbls., 99½%.....ton	95.00	100.00
Cresylic, 97% dk., drums.....gal.	.42	.43
97-99%, pale, drums.....gal.	.49	.53
Formic, 90%, tech.....lb.	.10½	.12
Oxalic, bbls.....lb.	.11	.11¼
Adeps Lanae, hydrous, bbls.....lb.	.14	.15
Anhydrous, bbls.....lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.....gal.	2.45	2.59
Complete Denat., No. 5, drums., ex. gal.	.35½	.43½
Alum. potash lump.....lb.	.03	.03¼
Ammonia Water, 26°, drums, wks...lb.	.02½	.02¾
Ammonium Carbonate, tech., bbls...lb.	.08	.12½
Bleaching Powder, drums.....100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs....ton	50.00	55.00
Carbon Tetrachloride, car lots.....lb.	—	.06¼
L. C. L.....lb.	.06½	.07
Caustic, see Soda Caustic, Potash Caustic		
China Clay, filler.....ton	10.00	25.00
Cresol, U. S. P., drums.....lb.	.10½	.11
Creosote Oil tanks.....gal.	.11½	.12½
Formaldehyde, bbls.....lb.	.06	.07
Fullers Earth.....ton	15.00	24.00
Glycerine, C. P., drums.....lb.	.10¾	.11
Dynamite, drums .....lb.	.08	.09½
Saponification, tanks .....lb.	.05	.05½
Soaps, Lye, tanks.....lb.	.04	.04⅛
Hexalin, drums .....lb.	—	.30
Kieselguhr, bags .....ton	—	35.00
Lanolin, see Adeps Lanae.		
Lime, live, bbls.....per bbl.	1.70	2.20
Mercury Bichloride, kegs.....lb.	.93	1.08
Naphthalene, ref. flakes, bbls.....lb.	.03¾	.05
Nitrobenzene (Myrbane) drums....lb.	.09½	.11
Paradichlorbenzene, bbls., kegs....lb.	.15	.23
Paraformaldehyde, kegs .....lb.	.38	.39
Petrolatum, bbls. (as to color).....lb.	.01⅞	.06¾
Phenol, (Carbolic Acid), drums....lb.	.14¼	.16
Pine Oil, bbls.....gal.	.61	.66
Potash, Caustic, drums.....lb.	.06⅛	.06⅝
Flake .....lb.	.07	.08
Potassium Bichromate, casks.....lb.	.08	.08½
Pumice Stone, powd.....100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—		
Grade B to H, basis 280 lbs.....bbl.	3.20	3.50
Grade K to N.....bbl.	3.70	4.90
Grade WG and WW.....bbl.	5.30	5.90
Wood .....bbl.	3.33	3.53
Rotten Stone, pwd. bbls.....lb.	.02½	.04½
Silica, Ref., floated.....ton	18.00	22.00
Soap, Mottled 40 lb. box.....lb.	—	.12
Olive Castile, bars, powder.....lb.	.12	.22
Powdered White, U. S. P.....lb.	.14	.16
Green, U. S. P.....lb.	.06½	.07½
Tallow Chips .....lb.	.07½	.08
Whale Oil, bbls.....lb.	.04	.04½
Soda Ash, contract, wks., bags, bbls. 100 lb.	1.12½	1.38
Car lots	—	1.00
Soda Caustic, Cont., wks., sld...100 lb.	—	2.50
Flake .....lb.	—	2.90
Liquid, tanks .....lb.	—	2.15
Soda Sal.. bbls.....100 lb.	1.05	1.15
Sodium Chloride (Salt).....ton	11.40	14.00
Sodium Fluoride, bbls.....lb.	.07½	.08½
Sodium Hydrosulphite, bbls.....lb.	.22	.26
Sodium Silicate, 40 deg., drum, 100 lb.	.75	.80
Drums, 60 deg. wks.....100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.		
Tar Acid Oils, 15-25%.....gal.	.21	.25
Trisodium Phosphate, bbls.....lb.	.03	.03½
Zinc Oxide, lead free.....lb.	.06	.06¼
Zinc Stearate, bbls.....lb.	.16	.18

Oils—Fats—Greases

Castor, No. 1, bbls.....lb.	.09¾	.10½
No. 3, bbls.....lb.	.09¼	.10
Coconut, tanks, N. Y.....lb.	.03¼	.03⅜
Tanks, Pacific Coast.....lb.	.02⅞	.03⅛
Tanks, Chicago .....lb.	.03½	.03⅝
Cod, Newfoundland, bbls.....gal.	.22	Nom.
Copra, bulk, Coast .....lb.	.0180	.0185
Corn, tanks, mills.....lb.	.03	.03⅛
Bbls., N. Y.....lb.	.04½	.04¾
Cottonseed, crude, tanks, mill....lb.	—	.03⅛
PSY .....lb.	—	.03½
Degras, Amer., bbls.....lb.	.03	.04
English, bbls .....lb.	.03¾	.04¼
German, bbls .....lb.	.03⅜	.03½
Neutral, bbls. .....lb.	.06¾	.08½
Greases, choice white, bbls., N. Y...lb.	.01¾	.02
Yellow .....lb.	.01⅜	.01⅝
House .....lb.	.01⅜	.01⅝
Lard, prime, steam, tierces.....lb.	—	.04¾
Compound tierces .....lb.	.05½	.05¾
Lard Oil,		
Extra, bbls. .....lb.	—	.06½
Extra, No. 1, bbls. .....lb.	—	.06
No. 2, bbls. .....lb.	—	.05¾
Linseed, raw, bbls., spot.....lb.	.0560	.0600
Tanks, raw .....lb.	—	.0500
Boiled, 5 bbls. lots.....lb.	—	.0680
Menhaden, Crude, tanks, Balt. ...gal.	.11½	.12
Oleo Oil, No. 1, bbls., N. Y. .....lb.	—	.05¾
No. 2, bbls., N. Y. .....lb.	—	.05⅛
Olive, denatured, bbls., N. Y.....gal.	.61	.63
Foots, bbls., N. Y. .....lb.	.04½	.04⅝
Palm, Lagos, casks, spot.....lb.	.03⅜	.03½
Shipments .....lb.	.03	.03⅛
Niger casks, spot .....lb.	.03	.03⅛
Shipments .....lb.	—	.02¾
Palm Kernel, casks, denatured ....lb.	.04½	.04⅝
Tank cars, denatured .....lb.	—	.03¾
Peanut, domestic tanks .....lb.	.03	Nom.
Red Oil, distilled, bbls. .....lb.	.06⅝	.07⅛
Saponified, bbls. .....lb.	.06⅝	.07⅛
Tanks .....lb.	—	.05¾
Soya Bean, domestic tanks, N. Y...lb.	—	.03½
Stearic Acid		
Double pressed .....lb.	.07½	.08
Triple pressed, bgs. .....lb.	.10¼	.10¾
Stearine, oleo, bbls. .....lb.	.04	.04⅛
Tallow, special, f. o. b. plant .....lb.	—	.02⅛
City, ex. loose, f. o. b. plant .....lb.	—	.02⅜
Tallow, oils, acidless, tanks, N. Y. ..lb.	—	.05¾
Bbls., c/1, N. Y. .....lb.	—	.06¼
Whale, nat. winter, bbls., N. Y. ..gal.	.51	53
Blchd., winter, bbls., N. Y. ....gal.	.54	.55
Extra blchd., bbls., N. Y. .....gal.	.57	.58

Water Soluble Perfumes
for Theatre Sprays

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ROSE W. S. JOCKEY CLUB W. S. and others

These oils are clearly soluble in water
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Cake Soaps --- Liquid Soaps --- Disinfectants --- Para Products

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. . . with insecticides, oils, paints, liquids of any kind.

Measures accurately. Always dependable.

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Handles any size up to a gallon.

Larger size machine handles half-pint to five gallon cans.

We also make full automatic machines for filling liquids and semi-liquids.

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CINCINNATI, OHIO

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As of July 8, 1932

Essential Oils

Almond, Bitter, U. S. P.	lb.	$2.25	$2.50
Bitter, F. F. P. A.	lb	2.50	2.75
Sweet, cans	lb	.40	.43
Apricot, Kernel, cans	lb.	.26	.28
Anise, cans	lb.	—	—
U. S. P., cans	lb.	.31	.33
Bay, tins		1.90	2.00
Bergamot, coppers	lb.	1.90	2.00
Artificial	lb.	1.35	1.50
Birch Tar, rect., bot.	lb.	.45	.50
Crude, tins	lb.	.13	.14
Bois de Rose, Brazilian	lb.	.87	.90
Cayenne	lb.	1.75	1.90
Cade, cans	lb.	.26	.27
Cajuput, native, tins	lb.	.54	.56
Calamus, bot.	lb.	2.75	3.00
Camphor, Sassy, drums	lb.	.21	.23
White, drums	lb.	.16	.18
Cananga, native, tins	lb.	1.45	1.60
Rectified, tins	lb.	2.05	2.15
Caraway Seed	lb.	1.55	1.65
Cassia, Redistilled, U. S. P.	lb.	.92	.96
drums	lb.	—	.90
Cedar Leaf, tins	lb.	.70	.75
Cedar Wood, light, drums	lb.	.28	.30
Citronella, Java, drums	lb.	.49	.50
Citronella, Ceylon, drums	lb.	.32	.34
Cloves, U. S. P., cans	lb.	.90	1.00
Eucalyptus, Austl., U. S. P., cans	lb.	.27	.29
Fennel, U. S. P., tins	lb.	1.00	1.10
Geranium, African, cans	lb.	4.30	4.70
Bourbon, tins	lb.	4.40	4.80
Hemlock, tins	lb.	.90	.95
Lavender, U. S. P., tins	lb.	1.85	3.50
Spike, Spanish, cans	lb.	.55	.75
Lemon, Ital., U. S. P.		.95	1.25
Lemongrass, native, cans	lb.	.44	.45
Linaloe, Mex., cases	lb.	1.50	1.60
Neroli, Artificial	lb.	10.00	20.00
Nutmeg, U. S. P., tins	lb.	1.20	1.30
Orange, Sweet, W. Ind., tins	lb.	1.30	1.40
Italian cop.	lb	1.55	2.00
Distilled	lb.	.70	.75
Origanum, cans, tech.	lb.	.25	.40
Patchouli	lb.	3.75	5.50
Pennyroyal, dom.	lb.	1.55	1.60
Imported	lb.	1.10	1.15
Peppermint, nat. cases	lb	1.45	1.70
Redis., U. S. P., cases	lb.	1.65	1.90
Petit Grain, S. A., tins	lb	1.00	1.10
Pine Needle, Siberian	lb.	.60	.63
Rose, Natural	oz.	7.25	15.00
Artificial	oz.	2.00	2.75
Rosemary, U. S. P., drums	lb.	.36	.40
Tech., lb. tins	lb.	.30	.31
Sandalwood, E. Ind., U. S. P.	lb.	6.50	7.50
Sassafras, U. S. P.	lb.	1.00	1.20
Artificial	lb.	.27	.29
Spearmint, U. S. P.	lb.	1.00	1.05
Thyme, red, U. S. P.	lb.	.50	.65
White, U. S. P.	lb.	.85	.90
Vetivert, Bourbon	lb.	4.50	5.00
Java	lb.	16.00	20.00
Ylang Ylang, Bourbon	lb.	5.15	6.50

Aromatic Chemicals

Acetophenone, C. P.	lb.	$2.00	$3.00
Amyl Cinnamic Aldehyde	lb.	3.50	4.25
Anethol	lb.	1.20	1.40
Benzaldehyde, tech.	lb.	.60	.65
U. S. P.	lb.	1.20	1.35
Benzyl, Acetate	lb	.60	.95
Alcohol	lb.	.80	1.30
Citral	lb.	2.10	2.40
Citronellal	lb.	1.75	2.50
Citronellol	lb.	2.50	3.50
Citronellyl Acetate	lb.	4.50	7.00
Coumarin	lb.	3.60	4.00
Cymene, drums	gal.	.90	1.25
Diphenyl oxide	lb.	1.10	1.20
Eucalyptol, U. S. P.	lb.	.60	.70
Eugenol, U. S. P.	lb.	3.00	4.00
Geraniol, Domestic	lb.	1.45	2.00
Imported	lb.	2.00	3.25
Geranyl Acetate	lb.	2.50	4.00
Heliotropin, dom.	lb.	2.00	2.50
Imported	lb.	2.50	4.00
Hydroxycitronellal	lb.	3.50	9.00
Indol, C. P.	oz.	2.50	5.00
Ionone	lb.	4.00	6.50
Iso-Eugenol	lb.	4.00	5.00
Linalool	lb.	1.95	3.25
Linalyl Acetate	lb.	2.40	3.15
Menthol	lb.	3.35	3.50
Methyl Acetophenone	lb.	2.50	3.00
Anthranilate	lb.	2.20	2.60
Paracresol	lb.	4.50	6.00
Salicylate, U. S. P.	lb.	.40	.45
Musk Ambrette	lb.	6.75	7.25
Ketone	lb.	6.00	7.50
Moskene	lb.	5.40	5.90
Xylene	lb.	2.75	3.00
Phenylacetaldehyde	lb.	4.75	7.25
Phenylacetic Acid, 1 lb., bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.25	4.50
Rhodinol	lb.	6.00	9.50
Safrol	lb.	.29	.31
Terpineol, C. P., 1,000 lb. drs.	lb.	.28	.30
Cans	lb.	.33	.34
Terpinyl Acetate, 25 lb. cans	lb.	.80	.95
Thymol, U. S. P.	lb.	1.50	1.75
Vanillin, U. S. P.	lb.	4.50	5.75
Yara Yara	lb.	1.60	3.00
Insect powder, bbls.	lb.	.20	.22
Concentrated Extract	gal.	1.50	1.70
Gums—			
Arabic, Amb. Sts.	lb.	.06	.06½
White, powdered	lb.	.10	.11
Karaya, powdered No. 1	lb.	.10	.10½
Tragacanth, Aleppo, No. 1	lb.	.85	.90
Sorts	lb.	.08	.10
Waxes—			
Bayberry, bgs.	lb.	.16	.18
Bees, white	lb.	.30	.38
African, bgs.	lb.	.14½	.15
Refined, yel.	lb.	.20	.30
Candelilla, bgs.	lb.	.11	.12
Carnauba, No. 1	lb.	.21	.23
No. 2, Yel.	lb.	.20	.22
No. 3, Chalky	lb.	.11	.11½
Japan, cases	lb.	.07½	.08
Paraffin, ref. 125-130	lb.	.03⅜	.04⅛

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Our list includes the most efficient cleanser compounded for your particular trade.

SUPER ALKALIES

These are products which are adapted for special uses where stronger alkalies are required.

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This exceptionally pure product is an excellent deodorant and moth preventive.

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A New Series of Fast Soap Colors

Light • Heat • Alkali • Age Proof

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- **Pylaklor Pastel Blue**

These colors are popularly priced and give exceptional money values.

They can be used equally well on Milled, Boiled, Semi-Boiled and Cold made Soaps; Liquid Soaps and Shampoos.

It will pay you to send for and test these samples

Pylam Products Co., Inc.

Mfg. Chemists Exporters Importers

799 Greenwich St., New York, N.Y.

Cable Address "Pylamco"

Soap Color Makers Since 1917

Soap Trade of Japan

(*From Page 27*)

5 to 10% and a bonus of 1 to 3% is paid by the manufacturer at the end of the year, depending upon the volume of business done. It is also customary in Japan to give wholesalers and retailers bonuses of soap depending upon the quantity purchased. The retailer of popular brands of soap usually makes a 10 to 20% profit. The profit on new soaps being introduced into the market is often 30 to 40%.

SOAP manufacturers make wide use of the daily vernacular papers in advertising their products. This is the most popular form of advertising. Also some copy is placed with the various women's magazines. Practically no soap companies use billboards in advertising their products. Advertising posters are furnished to retail shops and some firms use display cards in trams and busses. Moving picture tickets are often distributed as bonuses to the customers of retail shops who buy a stated amount of soap. One method of advertising which is peculiar to Japan is the purchase by a soap manufacturer of all the seats in a theatre for one or two days generally at a reduced price. The seats to the performances are then sold in the usual way to the general public, but each patron receives gratis upon his departure from the theatre, a package containing the products of the company who has engaged the theatre.

High grade perfumed toilet soaps retail at 45 sen to 50 sen per cake. The cheapest grades of toilet soaps run 10 sen to 20 sen per cake. Laundry soap retails at 5 sen per cake and soap powder from 15 sen to 25 sen per one pound box.

THE importation of soap into Japan is, due to the extensive development of the domestic industry, of comparatively little importance and is yearly decreasing. Great Britain, Germany and the United States are the principal sources of supply for imported soaps. During the year 1928 imports were valued at $89,107; during 1929 $104,647; during 1930 $63,713; and during 1931 $59,597. It is impossible to obtain statistics showing the kinds of soap imported, but it appears that practically all of these soaps are toilet soaps.

It is usual for foreign firms to appoint a Japanese firm as exclusive agent for the whole of Japan. Some firms allow a special discount to assist the sales agent in advertising, such advertising usually being left to the discretion of the agent. Local agents import for their own account, usually under a confirmed irrevocable letter of credit. These importers expect a profit of 25 to 30% in selling to wholesalers and the retailers usually pay an additional 25 to 30% profit to the wholesaler.

—o—

Imports of castile soap into United States during April, 1932, totaled 269,077 lbs., worth $18,292, as against 263,262 lbs., valued at $24,057, during April, 1931.

the new standard shipping and pouring package for

LIQUID SOAPS
DISINFECTANTS
REMEDIES
SPRAYS

The POR-PAIL

The combination steel shipping and pouring drum that has been so widely adopted by manufacturers of soaps, sprays and sanitary products. It ships without boxing or crating, guarantees liquid-tight security at all times and gives the customer a more convenient and useful container. Pouring is very accurate, smooth and steady, entirely eliminating choking, gushing and dripping. When drained, cover is pried off so that the empty pail may be used. There's a great advertising tie-up in this utility feature if the pail is attractively and durably lithographed. Request prices for the black enamel, solid color or lithographed finish.

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Steel Pails and Drums 1 to 65 Gallons

Say you saw it in SOAP!

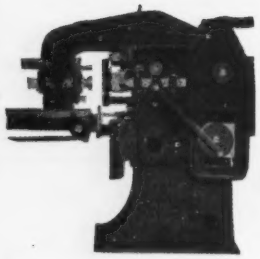
WHEN YOU NEED **SOAP MACHINERY** NEW OR USED

try* NEWMAN *first!

New Soap Crutchers

Here are illustrations of two of Newman's brand new all steel, steam jacketed SOAP CRUTCHERS. The CRUTCHER on the left can be used to crutch ANY kind of soap. The CRUTCHER on the right can also be used to crutch any kind of soap but is especially adapted for Crutching laundry soap. These are made in a complete range of sizes. Investigate our equipment and prices before placing your next crutcher order.

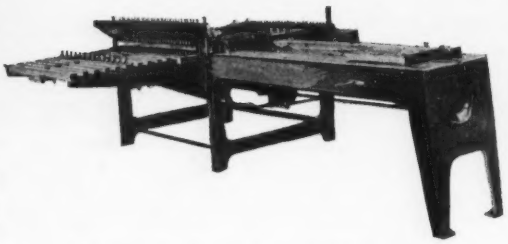
Used Specials



4 JONES AUTOMATIC
combination laundry and toilet soap presses. All complete and in perfect condition.

USED EQUIPMENT

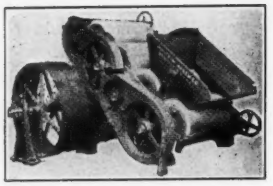
- H-A 1500, 3000, 4000, 5000 lbs. capacity. Steam Jacketed Crutchers.
- Dopp Steam Jacketed Crutchers, 1000, 1200, 1500 lbs. and 800 gals. capacity.
- Ralston Automatic Soap Presses.
- Scouring Soap Presses.
- Empire State, Dopp & Crosby Foot Presses.
- 2, 3, 4, 5 and 6 roll Granite Toilet Soap Mills.
- H-A 4 and 5 roll Steel Mills.
- H-A Automatic and Hand-Power slabbers.



2 Automatic Power Soap Cutting Tables.

USED EQUIPMENT

- Sperry Cast Iron Square Filter Presses, 10, 12, 18, 24, 30 and 36 inch.
- Perrin 18 inch Filter Press with Jacketed Plates.
- Gedge-Gray Mixers, 25 to 6000 lbs. capacity, with and without Sifter Tops.
- Day Grinding and Sifting Machinery.
- Schultz-O'Neill Mills.
- Day Pony Mixers.
- Gardiner Sifter and Mixer.
- Proctor & Schwartz large roll Soap Chip Dryers complete.



H-A SOAP MILL
This 4-roll granite toilet soap mill is in A-1 shape. Latest and largest size rolls.

USED EQUIPMENT

- Proctor & Schwartz Bar Soap Dryers.
- Blanchard No. 10-A and No. 14 Soap Powder Mills.
- J. H. Day Jaw Soap Crusher.
- H-A 6, 8 and 10 inch Single Screw Plodders.
- Allbright-Nell 10 inch Plodders.
- Filling and Weighing Machines for Flakes, Powders, etc.
- Steel Soap frames, all sizes.
- Steam Jacketed Soap Remelters.
- Automatic Soap Wrapping Machines.
- Glycerin Evaporators, Pumps.

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1051 WEST 35th St. CHICAGO, ILL.

Our Forty Years Soap Experience Can Help Solve Your Problems

Say you saw it in SOAP!

Oil-Fat-Soap

PRODUCTION SECTION

A section of SOAP devoted to the technology of oils, fats, and soaps, published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries.*

A Discussion of the Causes of Rancidity

THE soap maker has constantly to contend with the problems of rancidity and spotting of soap. These are ever-pertinent matters which require his attention and make demands on his skill and knowledge of the art of soap making. The rancidity and spotting of soap are phenomena which may be caused by a variety of conditions manifested during the various stages of the soap making process. Unfortunately, the faulty manufacturing conditions are not always detectable before the harm is done, and the result is that the soap maker must be able to trace back his operations to determine in which of them the mistake had been made. This naturally makes the location of the real cause of the spotting and rancidity of the soap a difficult matter.

The literature contains many articles on the subject, describing the experience of various soap makers and outlining the principles and theories on which these phenomena are based. The only sure way in which to avoid spotting of soap and its turning rancid during storage is to have a complete understanding of the mechanism of these phenomena and of the conditions during manufacture that can be responsible for their manifestation. According to Dr. I. Davidsohn, who writes in the German publication, *Die Seifen-, Oel- und Fettindustrie*, 1932, pages 176 to 178, the causes of the rancidity of soaps and the formation of spots thereon can be found in three separate stages of the soap making process. Thus they may be found in the composition of the soapstock used in the process. Then again they may be present in the soap boiling operation, and finally they may occur in the subsequent treatment of the soap, that is the cooling, drying and stamping of the soap cakes. Each of these sub-divisions is discussed in detail in a series of communications containing an assemblage of information from numerous sources.

The first source of error in the soap making process, which may cause the rancidity or the spotting of soap may be found in the choice and mixing of the ingredients which constitute the soap batch. The first warning is as usual against the use of spoiled fats, which it has been proposed to convert into usable state by various methods. Attention is called to the experiments carried out by Wittka (*Seifensieder Zeitung*, 1927, page 795) on the use of rosin in soap making and to the fact that rosin does not prevent the spotting of soap, as has been presumed for some time past, but may actually favor it.

Wittka carried out a number of experiments with the quartz lamp which led to this conclusion. The experiments were based on the assumption that metallic catalysts accelerate the spoiling of soap (which will be discussed more fully below), and were carried out as follows. Fresh cut surfaces of the soap cake were moistened with an aqueous solution of copper acetate and then subjected to the action of quartz lamp rays, and to direct and diffused sunlight. The concentration of the copper acetate solution is best one-thirtieth normal, that is three grams of copper acetate (crystallized with two molecules of water) are dissolved per liter of water. After six hours exposure under the quartz light, or longer exposure to sunlight or diffused daylight, it was possible to observe differences in the keeping quality of the soaps as well as slight yellowing. If is self-evident that it is necessary to test at the same time soap samples that have not been moistened with the copper acetate solution and also to test other samples in the dark so that a comparative determina-

tion of the effect of light and of the acetate solution can be made.

The results that were obtained from this series of experiments, are shown in the following table.

Kind of Soap	Color of the Soap Cakes	
	Before exposure to light	After exposure to light
Grained soap I	Yellowish white	Somewhat reddish
Grained soap with 2% rosin	Yellowish	Decided brownish yellow
Grained soap II	Slight yellow	Brownish yellow
Grained soap II with 2% rosin	Yellow	Yellowish brown
Grain soap with 2% rosin and 2% water glass	Light yellow	Brownish yellow
Textile soap, rosin-free	Deep yellow	Light brown
Curd soap with 15% rosin	Deep yellow	Brown
Textile soap, second quality	Brownish yellow	Deep brown

The soap cakes which were kept in the dark for control purposes after having been treated with the copper acetate solution or not, were scarcely changed at all in appearance. On the other hand, after the soap had been kept for a long time—about six weeks—in the dark, decided differences could be observed between the treated and the untreated samples. The samples, which were kept out of contact with air, both those treated with copper acetate solution and the untreated cakes as well, showed a change in color after being stored for several months.

According to Wittka, the soaps are less stable, the poorer the quality of the fats and oils used in their manufacture. Poor quality fats are understood to mean those that have been spoiled by oxidation reactions. It is natural that the oxidation of the soap should proceed more quickly when such fats are employed in its production as compared with soaps made from good quality fats.

FIVE groups are formed into which fats can be classified from the standpoint of the rancidity of the soaps that may be prepared from them. The first group contains the fats, which give hard soaps, namely, such fats as tallow, lard, and hardened (that is hydrogenated) fats. The second group contains the fats, which give soft soaps. These are relatively stable and change only very little in storage in air. This group includes the liquid fats, that is the non-drying oils. In the third groups are contained the fats that give very soft soaps, which change easily in air and during storage. These fats are liquid at the ordinary temperature and include drying oils and semi-drying oils. The fourth group of fatty substances is the coconut oil group, which contains fatty acids of low molecular weight. The fifth and last group includes rosin and resins which differ completely from the fatty acids in their chemical constitution, but which, like the fatty acids, give salts which are colloidally soluble in water.

The properties of these five groups of fatty substances vary so considerably from each other, that each of these groups may be made responsible in a different manner for the rancidity of the soap. However, not only the nature of this rancidity, but also the speed with which it is manifested, vary according to the class of fats used in manufacture.

Inasmuch as the fatty substances, that are included under group one, are not very sensitive to the action of oxygen, it follows that the soaps, which may be made from these fats, are likewise little sensitive to oxidation reactions and hence are not liable to become rancid. The substances, which are contained in group two, are more likely to oxidize (they have higher iodine numbers) and hence they may be responsible for the spotting of soaps, particularly when catalysts are present. The soaps, which are made from the fats included in the third group, have a still higher iodine number and hence have a greater tendency to oxidize and to become rancid as well as spotted. The soaps, which are manufactured from the fats included in the fourth group, are least apt to become rancid.

The substances that are classified under the fifth group resemble those of the second group, but a disagreeable odor is not encountered. There is a difference, according to Wittka, between two sorts of rancidity phenomena. In the first place there is a rancidity which is caused by the oxidation of fatty acids and in the second place there is the rancidity which is caused by after-saponification and the liberation of lower fatty acids. The two phenomena may be the simultaneous cause of the randicity of a soap in any instance. The soaps, which may be prepared from the fats which are included in groups I, II, and III, belong to those in which rancidity is caused by the oxidation of the fatty acids.

ACCORDING to A. Rainer, this differentiation between two kinds of rancidity is principally applicable to soaps which are manufactured from coconut oil. Weber and Davidsohn have shown that the fatty acids from the unsaponified matter in coconut oil soaps made by the cold saponification process consist principally of lower molecular weight fatty acids, which, as is well known, possess the penetrating odor characteristic of perspiration. The explanation of this phenomenon must be sought in the fact, that inasmuch as the glycerides of lower fatty acids are the most difficult to split, the unsaponified fat in coconut oil soaps consists for the most part of low molecular weight fatty acids. The fatty substance is then split by various reagents and the strongly odorous fatty acids are set free.

We know the following regarding the oxidation-rancidity of fats. According to Tschirch and Barben,

the oils from unsaturated fatty acids are particularly well adapted for decomposition into aldehydes and multi-basic acids when oxygen, water and ozone are added. These substances are then responsible for the rancid odor and they give the Kreis reaction. On the other hand, the acids, which are formed, are responsible for the acid reaction of a rancid fat. *Every fat, that is rancid, is consequently acid for the most part, but not every acid fat is rancid.*

The actual substance responsible for the Kreis reaction is epihydrin-aldehyde, but the cause of the odor is a heptyl aldehyde or another aldehyde. However, the formation of epihydrin-aldehyde does not take place in many instances, but other odorous aldehydes are formed. It, therefore, follows that not all rancid fats give the Kreis reaction.

Holm, Greenbank and Deijsher have carried out some interesting experiments on this subject. According to them, free acids act as catalysts is in the auto-oxidation of oleic acid, but not when linoleic acid is present. The hydroxyl groups act against the rancidity. However, if oxidation has taken place then there is no longer any retarding the process. It should be remembered that these results pertain only to free fatty acids and their glycerides and not to the fatty acids which are combined with alkali, hence not to soaps. Nevertheless, this enables the explanation of the chemistry of the rancidity of fats and the distribution of the soap-making fats into five groups, as has been explained above.

The author does not exactly agree with Wittka's classification of soap-making fats. According to his knowledge, semi-drying and drying oils do not cause rancidity or yellow spots in all cases and in all soaps. It is known that sunflower seed oil, which is a drying oil, is used largely in Russia not only for the manufacture of curd soap and fig soap, but also for the manufacture of grained soaps. There has been no complaint regarding these soaps and the author has often seen Russian milled toilet soaps, which were good in color and which showed no trace of rancidity.

WHEN a soap contains traces of a catalytically active netallic salt, particularly traces of a copper salt, then rancidity with all its accompanying disagreeable secondary phenomena sets in, no matter what fatty materials were used in making the soap. It is naturally possible in this instance that the rancidity will be manifested more quickly and more strongly when the soap has been prepared from drying oils or semi-drying oils. The author has been able to cause artificial rancidity in soaps, which were made from pure fats of low iodine coefficient, hence from fats which fall into the first Wittka group, and hence into the group including the pure fats which are reputedly insensitive to the action of metallic catalysts. These experiments were made with the addition of copper salts. This result merely shows how complicated this problem of rancidity actually is.

Wittka has called attention to the fact that experimental proof is available to substantiate the theory that the properties of the fatty substances in the soapstock are very important in determining the tendency of soaps made therefrom to become rancid. The more or less easy absorption of oxygen by the fats is reflected in the same action in the soap. Experiments have also proven the extraordinary significance of keeping metallic catalysts out of the soap, if the latter is to remain in good condition during long storage.

One of the most interesting and significant questions that have recently arisen is the effect that the use of hardened oils has on the rancidity of soaps. Some investigators, such as Wittka, favor the use of hardened oils for soap making purposes, but it has been found that many hardened fats, such as slightly hydrogenated peanut oil or herring oil, must be used with great care in making soap. The best practice to adopt in the use of hydrogenated or hardened oils for the manufacture of toilet soaps is to test the individual lot of the product before employing it on a large scale. It is impossible to lay down any hard and fast rules regarding this practice. Another point that must be made is that the bad results that are often obtained with the use of hardened oils are not due so much to the oils themselves as to the manner in which they are used. For example, these oils may contain traces of the metallic catalysts used in their hydrogenation, and these catalysts may form black sulfides with sulfite bleaching agents with resultant discoloration of the soaps. There is not so much danger today from this, as the oils are usually thoroughly freed from the catalysts before they are made ready for use. Mention must also be made of the serious difficulties which arise due to the presence of iron compounds in the soapstock. These compounds spoil the appearance of the soap and every precaution should be taken to avoid their contaminating the fats and oils used.

—o—

Fatty oils are refined with an alkaline reagent in special apparatus. The oil is treated by the addition of an electrolyte, for example sodium acetate, and the soap dehydrated by heating, so that it separates out on the surface of the oil. A rotatable perforated plate, acting as a sieve, is arranged at a definite height in the vessel. The oil settles to the bottom and the precipitated soap remains on this sieve. A decrease in volume is brought about by cooling the oil by means of water in a double jacket, with the result that a vacuum is created in a space between the bottom of the filter and the surface of the oil. Air is blown in at the top of the vessel, so that the oil, still remaining in the soap, is removed and is added to the rest of the oil at the bottom of the apparatus. Then the soap is removed therefrom through a lateral opening, while the oil itself is removed at the bottom. French Patent No. 713,986.

—o—

Stocks of crude cottonseed oil on hand in United States as of May 31, 1932, totaled 86,348,938 lbs., as against 33,055,963, on the same date in the previous year. Stocks of refined oil held May 31, 1932, were 705,361,066 lbs., as against 406,376,308 lbs. on May 31, 1931.

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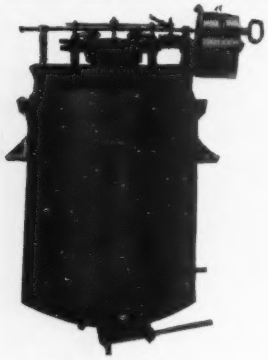
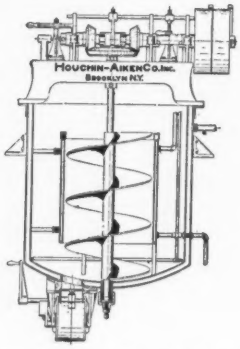
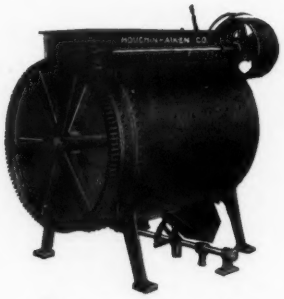


Perfection Crutcher
Sliding Gate Valve



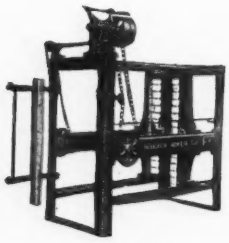
Perfection Crutcher Cross
Section View Plunger
Type Valve



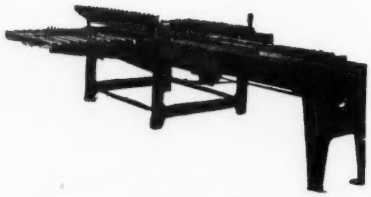
Horizontal Crutcher

Empire State
Press

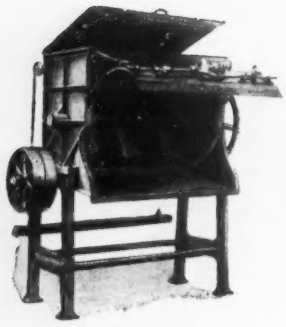
Standard
Soap Frame



Automatic Power
Slabber



Automatic Power Cutting
Table



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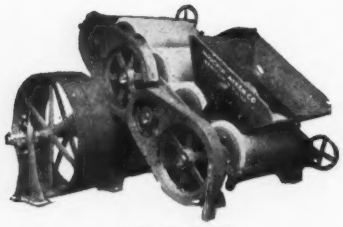

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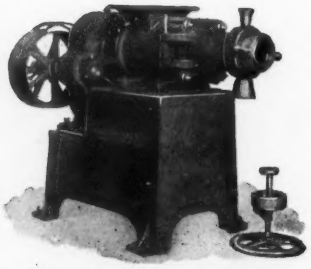

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Losses in Glycerin Refining

IMPORTANT is the problem in the manufacture of glycerin, both the chemically pure as well as the dynamite grade, of the removal of imuprities. Various methods have been worked out for this purpose and some are naturally more effective than others. This effectiveness does not consist alone in the removal of the impurities, for in every chemical operation there is always a certain loss of original material and this applies to glycerin as well. Hence, the best method will naturally be the one that will remove the impurities as completely as possible with as little loss of glycerin values as possible.

Thus, it has been found that most crude glycerins contain arsenic after distillation in the proportion of 0.001 to 0.005 per cent figured as arsenic trioxide. The requirements for pharmaceutical or chemically pure glycerin are not met by such a product. A simple method for removing the arsenic consists in precipitating it with iron sulfide or causing it to react with hydrogen sulfide. The sulfur that is formed in the latter case must then be precipitated by an iron salt. However, the iron compounds which are artificially introduced into the glycerin in this manner are difficult to remove and hence, even though the aforementioned method is simple, it is not practicable.

A good method for removing arsenic from glycerin appears to be to treat it with pulverized iron filings. This method must, however, be carried out in the presence of air and under such conditions the iron can be utilized in a continuous process for any desirable length of time. It appears that the oxidation of iron in the presence of glycerin results in the formation of an oxidized iron which easily combines with the arsenic. The latter can be almost quantitatively removed by this method, provided the glycerin solution is 20 to 25 percent concentrated. The iron which is dissolved in the course of this reaction is then precipitated with soda.

However, when the glycerin solution contains 60 to 70 per cent of glycerin, then the aforemention method cannot be used. According to Dr. H. Pincass in "*Die Seifen, Oil, und Fettindustrie*," the arsenic can be removed in this case by oxidization with 0.05 to 0.1 percent of potassium permanganate, calculated on the water-free glycerin. Almost all the arsenic is removable by this method. The trouble with the process is, however, that some of the glycerin is decomposed, but the quantity is only in proportion to the added permanganate. Inasmuch as the latter is small, only a very little glycerin is lost. The oxidization is carried out at about 90 degrees C with the addition of approximately 0.3 percent sodium hydroxide. Subsequent filtration offers no difficulties. A warning must be given in this case, however, with respect to bringing permanganate and concentrated glycerin together, because such a mixture is occasionally inflammable.

Another impurity of glycerin which must be removed under all circumstances, is any copper salt. This comes from using copper evaporators, when the crude glycerin contains ammonia, wherein, as is known, copper is soluble. Copper hydroxide is formed in this way or a copper salt in the presence of acids and this gives the glycerin a reddish color. However, the removal of this metal is simpler than that of arsenic. It is effectively accomplished by precipitation with small quantities of lye and subsequent filtering.

As is well known, the ash content of chemically pure glycerin must be very small. Some specifications call for an unweighable ash from five cubic meters of glycerin. Besides the iron salts, lime and frequently silica are present in the ash. However, it is not necessary to remove the latter except when it is present in the ash in larger quantities, approximately over one per cent. The removal of fatty acids is best accomplished by freezing the glycerin, which means by crystallizing it. The freezing point of glycerin, as is known, lies below 17 degrees C, but nevertheless, congelation takes place but seldom. It occurs principally, when glycerin contains traces of catalytically active substances which under certain circumstances act as inoculants. Congelation also stakes place naturally on artificial inocculation. The best conditions for the congelation of glycerin are temperatures of 1.7 to 1.4 degrees C and a concentration of 95 to 98 per cent. When the crystallized glycerin is centrifuged and then heated, then an extremely pure glycerin is obtained which does not undergo any discoloration when heated in air and whose glycerin content remains constant.

Only a product which is actually completely free from impurities can have the latter property, because these impurities decompose the glycerin more or less. The losses of glycerin which are sustained in heating or in distilling with different added re-agents, are given in the following table:

Re-Agents Added	*Glycerin Loss*
2% Soda	2.2%
2% Sodium Acetate	1.5%
0.5% Aluminum Sulfate	2.3%

Re-Agents Added	*Glycerin Loss*
2% Aluminum Sulfate	10.6%
10% Aluminum Sulfate	62.7%
2% Aluminum Sulfate + 1% hydrochloric acid	66.0%
10% Iron Persulfate	7.7%
7% Common Salt + 3% Sodium Sulfate + 2% Aluminum Sulfate	0.5%
5% Stearin Soap and Olein Soap	14.8%
5% Stearin Soap and Olein Soap + 10% Common Salt	2.7%

As far as the chemical distillation of glycerin is concerned, however, it is necessary to take into consideration not only the loss of value which is caused by chemical phenomena, but also two other causes of losses, namely, mechanical loss which is brought about by incomplete condensation of the vapors, glycerin remaining behind in the residue, insufficient washing of filter press cakes and of the decolorizing carbons, etc. The second loss is caused by the fermentation of the glycerin and the formation of gases, acids and glycol. These losses generally amount to about three to five percent in glycerin refining, but they can increase to over ten percent when a very poor grade of crude glycerin is being processed. The more rapidly the glycerin is distilled, the less are these decomposition phenomena manifested. These losses are avoided with great difficulty only. However, the losses which are brought about by chemical conversions can be cut down to a minimum when a process is used for glycerin refining which has only a very slight, if any, decomposing action on the glycerin.

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A report from London states that leading whale oil producers have agreed to limit the catch for the 1932-33 season to 1,941,734 casks, each being alloted a specific quota which it may not exceed. All Norwegian and foreign oil companies except the Unilever combine and one small Norwegian company are reported to have signed the pact, and the Unilever combine may join later. The agreement further provides that fishing operations shall not begin before October 20.

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A public hearing in the United States Tariff Commission's investigation into the cost of production of crude and refined sperm oil and spermaceti wax will be held at the office of the Commission, Washington, D. C., at 10:00 A. M., September 20th. All interested parties will be given the opportunity to be present, to produce evidence and to be heard with regard to the differences in costs of production.

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Margarin manufacturers in the United States produced 16,385,007 lbs. of uncolored margarin in April, 1932, as against 19,088,903 lbs. in the same month of 1931. Production of colored margarin was 298,512 lbs. in April, 1932, and 529,106 lbs. in April, 1931.

Removing Oils from Filter Earths

It has always been an important problem of oil refining to remove in economical manner the residual oil contained in the filtering and bleaching earths, decolorizing carbons and the like used in the refining process. Not only is the effective re-use of the bleaching earth in further refining of oil an essential detail in the economy of the process, but the recovery of the oil itself is also important in reducing costs. While this oil may not be salable as a first quality product, nevertheless it has its uses as technical-grade material. A new and effective process has been devised for recovering the oil. It consists in preliminarily treating the bleaching earths with acids or alkalies, and then heating the same in the presence of aqueous solutions of polysilicates and sodium chloride. The polysilicates that are used in the process contain an excess of acid, so that there is positively no danger of foaming.

Thus for example five hundred parts by weight of oil-containing silicate bleaching earth with about 42 per cent of oil content is agitated with three per cent of commercial water glass of 38 degrees Bé. concentration. Six per cent common salt is added. The mixture is cooked at a temperature of approximately 120 degrees C. During this cooking the silicic acid of the sodium silicate penetrates into the bleaching earth and replaces the oil. The cooking lasts for two hours. After this time has elapsed, the autoclave is allowed to cool down and is then discharged. The mass separates into three layers, a deposit of bleaching earth free from oil, a water layer and a top layer of oil. The latter is removed. In this particular example, a yield of about two hundred parts by weight of oil was obtained, which is about forty per cent of the oil originally contained in the bleaching earth. Willy Sagle & Co. Technische Gesellschaft m.b.H., Berlin, Germany. German Patent No. 536,751, filed March 13, 1929.

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The annual outing of the Oil Trades Association of New York was held June 15 at Briarcliff Lodge, Briarcliff, N. Y., with about 250 members and guests in attendance. In the annual baseball game between the petroleum and vegetable oil teams the former team was the winner. Other amusements included golf, swimming and tennis. Luncheon and dinner were served in the Casino.

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A new product for surfacing power pulleys in soap and other plants where moisture content of the air is high and where there is considerable steam condensing all the time, and for preventing slippage of belts, has been marketed by the Gripwell Manufacturing Co. under the name of "Gripwell." The product is used with Gripwell Duktex, a waterproof fabric, for application to pulleys, and, the maker states, completely eliminates slippage and permits the use of slacker belts.

Odorless Chlorine Bleached Soaps

OWING to the fact that alkali hypochlorites, for example sodium hypochlorite, leave the soap with a disagreeable odor, this effective bleaching agent has not been looked upon with favor by soap makers. However, it is one of the best bleaching agents, which depends on oxidizing action, that can be used for soap. Many different processes have been suggested for removing the disagreeable after-odor, and repeated salting-out, steaming, prolonged boiling and the addition of reducing agents have all been tried and found wanting. The only process which seems to have had some success along these lines up to the present time has been the separation of the fatty acids from the bleached soaps by the addition of mineral acids. This results in a fatty acid which is free from the disagreeable odor.

Now, a new process has been proposed in Germany for the removal of the disagreeable odor, and this can be accomplished completely by raising the soap after bleaching to a high temperature in an autoclave or the like by the introduction of steam with the addition of excess alkali. A pressure of five atmospheres is normally sufficient for this purpose, but at times the odor clings so tenaciously to the soap, that it is necessary to use as high as eight to ten atmospheres pressure to drive it out. The pressure naturally varies in accordance with the constitution and purity of the fatty acids and with the excess of alkali as well. Only a few per cent of excess caustic is sufficient. When alkali carbonates are used in the place of the caustic alkalies, the results are also good, but the pressure has to be increased. The odor is particularly marked in the case of bleached coconut oil soaps.

The removal of the odor from coconut oil soaps has been so difficult a matter that the practice of bleaching these soaps with sodium hypochlorite has been considered particularly bad. However, if the pressure used is carried sufficiently high, it is possible to remove the disagreeable odor even from coconut oil soaps. An interesting development along these lines was the discovery that if ammonia, or better still ammonium salts, were added to the soap in addition to or in place of the alkali, then it was no longer necessary to use high temperatures and high pressures as heretofore. The odor then disappears at a comparatively low temperature. It would thus appear that the odors are caused by the presence of chlorinated products in the soap and that these are converted into odorless hydroxy or amino compounds by the action of the ammonia.

The new process has been applied to all the known fatty acids and good results have invariably been obtained. The soap is fed into the pressure vessel and treated there without agitation. After a period of one to two hours, the contents of the vessel may be removed into another vessel for additional treatment. The cost of the process is very little. No difficulties of a technical nature are introduced when alkali is used in the process, and the operation proceeds smoothly without disturbance or without danger.

This is, however, different when ammonia or ammonium salts are employed. Great care must be taken in using exactly the right amount of ammonia and its salts, so as to avoid any excess. Preliminary experiments must be made to determine the correct proportions. The use of too much ammonia or its salts may result in the formation of too high pressure within the pressure reaction vessel beyond the safety limits. This can best be told by the rise in pressure beyond the point corresponding to the temperature of the soap mass. If this precaution is taken, then no other trouble is experienced with the operation which takes place smoothly and simply.

Such substances as methylamine, dimethylamine, trimethylamine, anilin or methylanilin may be employed in the place of ammonia. In all cases where the odor persists and cannot be removed by means of alkali, it is always removable by the addition of ammonia.

One other precaution that should be taken in the process is to use just enough sodium hypochlorite to bleach the soap and not in excess so that chlorinated products are formed with the fatty acids.

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A bill to tax margarin three cents a pound has been passed by the Louisiana House of Representatives, but has not yet been acted on by the State Senate. A Mississippi bill to levy a tax of five cents a pound passed the House and Senate, but did not become a law as it was neither approved nor vetoed by the Governor.

—o—

Wesson Oil & Snowdrift Co. reports a net income of $1,172,941 for the nine months ended May 31, equal to 32 cents a share on the common stock. This compares with $1,984,042, or $1.50 a common share, for the corresponding period of the previous fiscal year.

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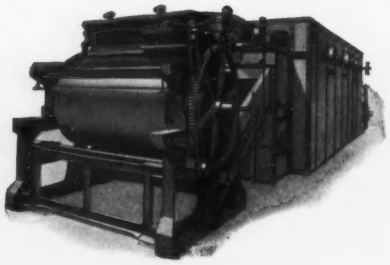
National Oil Products Co., Harrison, N. J., paid an extra dividend of $1 a share on common stock, July 1, as well as the regular semi-annual payment of $1 a share.



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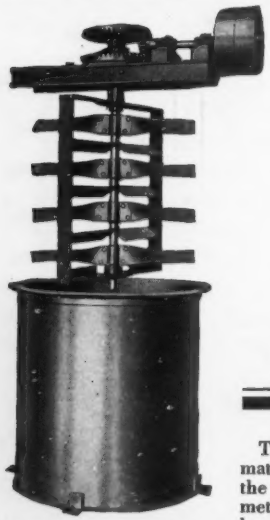

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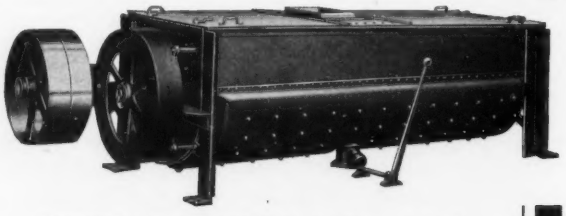

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ON PRODUCTS AND PROCESSES

Soft soaps are converted into easily soluble forms by mixing in a mill and then atomizing to form a dry powder. The soap may also be pressed through holes to form soap filaments, or rolled into soap flakes. The addition of coconut oil and the like to the soft soap improves the process. Adolf Welter, German Patent No. 540,762.

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Aqueous dry cleaning soaps are studied to determine the stability of the emulsion. Thus, when water is added to a four per cent solution of potassium oleate in white spirit, a rather unstable water in oil emulsion is formed until the emulsion contains about one per cent water. The emulsion is inverted by the addition of more water and white spirit separates. This is prevented when the potassium oleate contains more than ten per cent oleic acid. The emulsion conditions are studied in a mixture of white spirit, potassium oleate, oleic acid and methanol. C. L. Bird, *Journal of the Society of Dyers and Colorists*, volume 48, 1932, pages 30 to 33.

—o—

Rancidity is expressed in mathematical terms, as the number of cubic centimeters of hundredth normal solution of sodium thiosulfate required for decolorizing the iodine which is set free by one gram of a fat or oil from potassium iodide, acidified by acetic acid. This method is suitable only for establishing the peroxide rancidity and not the ketonic rancidity. L. Szahlender, Reports of the Hungarian Pharmaceutical Assòciation, 1932, 93.

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Soap is made by a continuous process from technical fatty acids and mixtures of the same with glycerides. The fatty acids are continuously saponified by solutions of alkali carbonates, the evolved carbon dioxide gas being driven out of the reaction mixture. At the same time, the glycerides in the soapstock are saponified by solutions of caustic alkalies. The saponification with carbonates is carried out in the first stage of the process and then the process is continued by the addition of the caustic alkali to complete the saponification of the glycerides. Henkel & Co. G.m.b.H., Duesseldorf, Germany. German Patent No. 530,875.

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Fatty acid may be determined in soap which contains sodium silicate by dissolving the soap in a large volume of water and acidifying rapidly. If much alkali is present, the soap solution should be added gradually to an excess of 4-normal acid. For determination of silica, the soap is completely carbonized, water is added and the solution is over-neutralized with 4-normal acid and finally rendered just acid to methyl orange. The silicic acid may then be collected on a filter. K. Scheringa, *Chemisch Weekblad*, 1932, volume 29, pages 37 to 38.

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Tallow base soaps display superior colloidal properties and surpass vegetable oil soaps, that is coconut oil soaps and the like, when used under suitable conditions, that is in hot water washing for example. Thus a fifty per cent tallow soap produced much more stable lather than a vegetable oil soap, although the two behaved alike in clean water at the same temperature. B. Menes. *Allgemeine Oel und Fett-Zeitung*, 1932, volume 29, pages 69 to 72.

—o—

The glyceride structure of three oleo oils were examined and indicated that solid glycerides rich in stearic acid, that is palmitodistearins and tristearins, are segregated to a considerable extent into the oleostearin from pressed tallow, so that the fully saturated components of the oleo oils are richer in palmitic and myristic acids than those of the original tallows. Oleo oils on the whole contain more palmitic (with myristic) acid relatively to stearic acid than tallows. Nevertheless, the total amount of C_{18} acids (stearic, oleic and linoleic) in the whole oleo oils is much the same, about 68 to 70 mols. per cent, as in many tallows. The non-fully saturated components of oleo oils very closely resemble the corresponding components of many tallows in their quantitative composition. The results disclosed in a series of analyses were entirely consistent with what would be expected to happen as a result of partial mechanical separation of the mixed glycerides of whole tallows (in the form of a mixture of solid and liquid components) by the application of pressure. A Banks and T. P. Hilditch. *Journal of the Society of Chemical Industry*, 1932, pages 111-114T.

—o—

Potentiometric methods may be used for determining the acidity of oils. The oil is titrated dissolved in isoamyl alcohol saturated with lithium chloride. The titration solution is 0.025 to 0.05 normal potassium hydroxide (in isoamyl alcohol, using a platinum-carbon electrode couple. Details are given of a method which enables half gram samples to be used. The existence of more than one change in direction in the titration curves is believed to indicate the presence of acids having widely different dissociation constants. R. R. Ralston, C. H. Fellows and K. S. Wyatt, *Ind. Eng. Chem. Analytical Edition*, 1932, volume 4, pages 109 to 110.

—o—

The behavior of various emulsifying agents is similar

TODAY!

..a Better Soap

..with "STANDARD"

a Better Silicate!

A Better Soap—because a *workable* Silicate is laboratory-built to your own specific formula.

A Better Silicate—because of gradings set by research, and thereafter held to strictest uniformity under rigidly controlled factory processes.

STANDARD SILICATE COMPANY

CINCINNATI · OHIO

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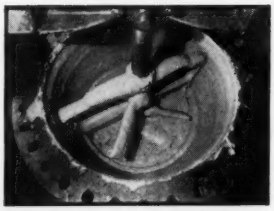
4 FACTORIES 4 BETTER SERVICE

SAVE TIME

The upper view shows material left sticking to kettle by an agitator that does not scrape. Positive scraping, made possible by Dopp seamless construction, keeps the jacket surface scraped clean, as shown below. A clean heating or cooling surface enables materials to be processed in less time. Even when sulfonating material about as thin as motor oil, tests showed that combining



a scraping element with the usual propeller cut the time by 42%. The propeller alone looked like it was doing a good job, but tests showed that it was inefficient. You can determine the saving of time through using scrapers when processing your materials, by making tests in the Dopp Experimental Department. Write for further information about the economies of a positive scraping agitator.

SOWERS MANUFACTURING CO.

MANUFACTURERS OF DOPP EQUIPMENT FOR HEATING, COOLING AND MIXING

1296 NIAGARA ST., BUFFALO, N. Y.

New York Chicago Boston Toronto

Bound Volumes of "SOAP"

A few complete bound volumes of SOAP are available at ten dollars per copy. If you are interested it will be advisable to order promptly.

Volume Three, Sept., 1927, through Aug., 1928—2 sets
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MACNAIR-DORLAND COMPANY, INC.

136 LIBERTY STREET

NEW YORK

but the emulsifying power of the reagent varies according to the nature of the oil. It has also been found that the presence of 0.1 normal sulfuric acid also generally increases the emulsifying power. Although the general physical and chemical properties of the oil appear to be important, no general relation has been found between the emulsification of a given oil and its saponification number, iodine number, or acid coefficient, its viscosity or melting point. K. Nishizawa and T. Inoue. *Kolloid Zeitung*, 1932, volume 58, pages 225 to 229.

—o—

Phenyl phenolate is used as a stabilizing agent to protect animal and vegetable fats as well as soaps against rancidity. The fats are treated with a small proportion of the phenyl phenolate which is prepared by causing a phenylphenol to react with an organic base which has alkaline properties, such as diphenylguanidine, which itself stabilizes animal or vegetable fats, and soaps. United States Patents Nos. 1,852,787 and 1,852,820 assigned to R. T. Vanderbilt Co.

—o—

Emulsified benzene hydrocarbons or their chlorinated derivatives are employed as ingredients of spotting fluids for removing oil stains from textile materials. Light petroleum is also admixed and an approximately equal weight of castile soap in a forty to fifty per cent solution is used as the emulsifying agent. The operation is carried out at a temperature of 90 degrees C. After the mass has cooled down, a small amount of a weak acid, boric acid or acetic acid, is added. W. Peel. British Patent No. 363,794.

—o—

Alligator oil is used in the manufacture of chamois leather and also to a certain extent for the manufacture of soaps. The oil has a fish odor, a specific gravity of 0.9173 at 40 degrees C, index of refraction at 40 degrees C of 54.4, saponification number of 195.5, iodine number (Hanus) of 142.73, Reichert-Meissl value of 0.1, Polenske number of 0.25 to 0.3. The melting of the glycerides of the higher fatty acids is 58.8 degrees C, that of the fatty acids 55.5 degress C. Luehr. *Chemische Umschau*, 1932, page 85.

—o—

Soap powders, flakes, etc., comprise a mixture of soluble soap with at least five per cent of its weight of the true sulfonic acids or soluble salts of higher fatty acid, containing more than eight atoms of carbon. The sulfonic acid group is attached to the alcoholic radicle. For example, eighty parts by weight of the sodium salt of the condensation product of oleic chloride and isothionic acid is mixed with fifteen parts of sodium palmitate and five parts of sodium borate. I. G. Farbenindustrie A. G., Frankfurt-am-Main, Germany. German Patent No. 359,893, filed July 21, 1930.

—o—

Solid sodium curd soaps, containing fifteen to thirty-five per cent of water, are mixed with detergent agents or salts which have softening, wetting or bleaching powers. The compositions include oxygen-evolving compounds, for example sodium borate. The mixture is then laminated and cut into flakes, etc. Solvents and emulsifying agents may be included. Michael Industrie A. G. British Patent No. 361,658, filed December 12, 1930.

—o—

Soap powder is made in a mixing machine which consists of three superimposed cylinders, each containing a worm driven at different speeds by gear wheels from a central shaft, so that the top worm receives the quickest motion and the other two are progressively slower. The point is to run the top worm so fast that the particles of soda are all completely surrounded by the soap. The object of the slower motion of the other worms is to give the two ingredients time to combine before they are discharged from the mixer. W. Farnke, Breslau, Germany. German Patent No. 404,015.

—o—

Palm oil has been suggested as a starting point for making gasoline by cracking. This is merely of academic interest. A yield of 62 per cent of motor fuel was obtained in the process, which is explained in detail. The cracked distillates from palm oils can be refined to give motor fuels suitable for the operation of internal combustion engines. J. C. Morrell, G. Egloff and W. F. Faragher. Journal of the Society of Chemical Industry, 1932, page 133 to 134T.

—o—

A new soapless shampoo, sold under the name "Euthol" was introduced by National Oil Products Co., Harrison, N. J., in the Syracuse and Rochester markets recently. Postal messengers were used to secure complete distribution within tweny-four hours. Displays were set up, and free goods delivered, accompanied by telegrams announcing the new product. Return C.O.D. messages resulted in a substantial number of replies within the next few days. Plans are now being made for complete national distribution before January 1, 1933.

—o—

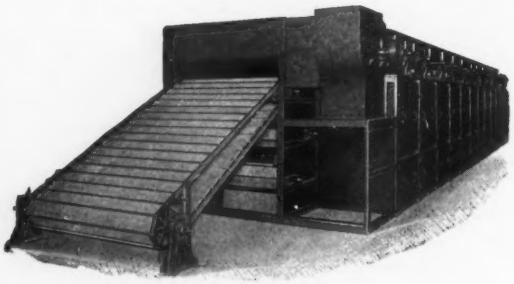
Total production of the Russian soap industry during the first three months of 1932 amounted to 53,442 tons of household soap and 7,054 tons of toilet soap, according to a report in *Russian Economic Notes*. This represented a considerable reduction from the totals for the same period in 1931, household soap production being only 72% of the 1931 figure, and toilet soap production being only 64.7% of the total for the first three months of 1931.

—o—

Hills-McCanna Co., Chicago, manufacturer of process equipment, has developed a system for the mechanical application of light greases and heavy oils to points requiring regular lubrication. According to the company's announcement, this new development completes its line of equipment for regularly lubricating any type of machinery.

The Sargent Three Swing Shelf Conveyor progressive stage

CHIP SOAP DRYING MACHINE



A MACHINE which is a factor of economy and a dependable actor in several soap plants. A machine of slight depreciation and large production. It is liked by attendants as well as by the president of the company. Won't you investigate our offering on your next Chilling Roll and Soap Dryer?

C. G. SARGENT'S SONS CORP.

GRANITEVILLE MASSACHUSETTS

Announcing . . . .

. . . . a new service to

the soap, oil, fat, disinfectant, insecticide and allied industries . . .

Technical literature searches
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Conducted by experienced and capable chemical engineers

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Say you saw it in SOAP!

New Chemical Engineering Book

Unit Processes and Principles of Chemical Engineering—written by a number of chemical engineers and technologists of outstanding prominence in the technical world and edited by a chemist and educator of such standing as Dr. John C. Olsen of the Polytechnic Institute, Brooklyn, N. Y., this book forms a highly important contribution not only as a textbook in the classroom, but also as a reference book in the plant. The primary function of the work is as a textbook in the study of chemical engineering. It is based on the principle of systematic study, first of the fundamental chemical and physical principles governing chemical reactions and, second, of the study of the unit processes which have to be carried out in the plant in the application of these reactions on a practical scale. The final consideration is the combination of these processes in proper sequence and coordination to form a complete plant process.

In the first section of the book, such subjects as heat and power, flow of heat, evaporation, are studied. Then consideration is given to such subjects as principles of fractional distillation, steam distillation, filtration, drying, catalytic processes, electrolysis, separation of solids and liquids from gases, materials of construction. The general subjects of costs and financing and factory location are also included.

Each one of these chapters in the book is written by an expert in the field. Performance data, flow sheets of operations, numerous illustrations of apparatus, bibliographies and other information make this book an excellent textbook for study as well as a handy reference book for the practical man in the plant.

—o—

New Edition of Simmons' Book

A third edition of "Soap" by W. H. Simmons, English authority, has been published by Sir Isaac Pitman & Sons, Ltd., London. The new edition is a condensed work on soap materials and manufacture brought up to date. It comprises only 130 pages and is on the whole well done for such a brief work. It is apparently designed for a short textbook. Because of its brevity, the work is of comparatively limited practical value in industry. Where the author sticks to his regular soap materials and soap making, he knows his ground, but where he wanders afield, he weakens his book. Better his references to dry cleaning soaps, liquid soaps, disinfectant soaps, and one or two others were more accurate and modern, or omitted. The illustrations are not well selected. His figures for soap consumption, we believe, hit wide of the mark. If by "America," he means the United States, or the United States and Canada, which he estimates at 17¾ lbs. per capita, he is 35% under the actual figures. As a quick sketch of soap manufacture, the book accomplishes its purpose and is well worth reading.

Estimate Whale Oil for 1933

Output of whale oil during the season ending May 1, 1933, will be limited to 1,931,000 barrels by whaling companies operating in the Antarctic, with the exception of Unilver and Laboremus, according to the Department of Commerce. This constitutes a large reduction from production in recent seasons. The two firms which did not agree to the program are substantial factors in Antarctic production. In the 1932 season, Unilever's activities were the principal factor in the production total of the Antarctic. Laboremus produced 41,400 barrels in the 1930-31 season.

Deputy Commissioner Lewis Radcliffe of the Bureau of Fisheries said the rapid increase in production of whale oil in the past 10 years, due largely to improved whaling methods, is partly responsible for the congestion of overstocks in the oils and fats markets, with the result that whaling companies have been forced to consider serious curtailment of output so long as the present unprofitable situation continues. Production was about 6,000,000 barrels in 1930-31.

—o—

Colored Spotting Fluids

One of the essentials in the use of spotting fluids is their complete removal after they have removed the spot. While a spotting fluid may contain certain ingredients in such dilution and proportion that they are harmless to the textile fibers on which they are used, nevertheless if the fluid is not thereafter thoroughly washed out of the textile material, these ingredients become concentrated and eventually tender the fibers. This is particularly true when the fabric is ironed or heated in some other way, bringing about acceleration of evaporation of the solvent of the spotting fluid.

A rather simple idea, whereby this condition can be overcome has been covered in German Patent No. 535,458. The new type of spotting fluid contains in addition to the well-known cleansing and solvent ingredients, a blue, non-injurious, water-soluble dyestuff. This dyestuff colors those places on the fabric with which the fluid contacts, but the color can be easily removed by means of soap and water. The fact that the color has to be removed in order to bring the fabric back to its original state, insures the complete removal of the spotting fluid as well. Thus nothing is left behind in the textile fibers and no harm can be done. This spotting fluid can be made in solid, liquid or paste form. The important point is to make proper selection of the dyestuff so that only a perfectly harmless and water soluble dye is used.

—o—

An advertisement for Ivory soap featuring the headline, "Men go wild, simply wild, over me . . ." has been selected by a group of advertising agency executives as the best advertisement produced between August, 1931, and June, 1932, in a competition arranged by *Printers' Ink Monthly.*

FULD ANNOUNCES

1.

FIVE NEW FLOOR PRODUCTS

1. **Florseal** (Mopping varnish)
2. **Terrazzo Florseal**
3. **Gymnasium Florseal**
4. **Liquid Wax-Var** (Wax varnish combination)
5. **Self Polishing Wax Cleaner**

These, with our standard,—
Self Polishing Liquid Wax and
Miscellaneous Floor Cleaners
Complete our
Catalog of Products
in the new

FLOOR MAINTENANCE DIVISION

Send for our
"Floor Finish Guide"

2.

"SPICE"*

(CINNAMON TINT)

THE EXCLUSIVE NEW

FOOD ODOR

For
Deodorant Blocks
Deodorant Crystals
Insecticide Sprays
Alcohol Sprays

For Use in
Bakeries, Groceries, Restaurants, Dining Rooms, Kitchens, Pantries or wherever the scent of fresh food is desirable.

*"Spice" is the new perfume creation developed by the same genius responsible for "Surf," the outdoor odor of nationwide acceptance.

FULD BROS. ALPINE CHEMICAL —COMPANY—

2308-10 Frederick Ave., BALTIMORE, MARYLAND

Say you saw it in SOAP!

STANDARDS OF VALUE

When we determined several years ago to specialize almost entirely in Pyrethrum products there were no standards of value except those of trade designations.

In those days, Pyrethrum Flowers were bought and sold on their appearance to the eye. At that time there were five (trade designated) grades.

At the outset we realized that some standard of value had to be set up. At considerable expense to ourselves we developed chemical and entomological methods of testing—the first ever employed in testing Pyrethrum products.

[redacted]

Today, there are some twelve different grades of Pyrethrum regularly offered in the trade. Consequently price is largely a matter of what type of quality you want to put into your finished insecticide.

POWCO BRAND *standards of value* have always been simple and easily understood. Our object has been to deliver just what you buy—*killing power value.*

JOHN POWELL & CO., INC.

Specialists in Pyrethrum Products

114 East 32nd St., New York, N. Y.

TRY...
this Profitable way of buying CONTAINERS..

Buying cans today is more than the simple matter of checking bids on an ordinary type of container. In this era of package competition, *yours must do more than safely contain . . . it must be a real selling aid for your product.*

When you're ready to "talk cans" again—check with Continental. Let the Development Department show you how a new type of container, or perhaps only an improvement on your present one, can help to put your package ahead of competition.

Or, let Continental's Packaging Specialists offer you suggestions for improving your design or for an attractive new color arrangement . . . all to help give your can more salability and merchandising value.

At Continental, you have available cans that are widely adaptable, thoroughly protective and economical, in sizes, shapes and styles, to meet every need. A completely equipped Research Department . . . 39 plants strategically located from Coast to Coast . . . and an organization with over a quarter-century of experience in *Packaging to Sell,* complete a service that has been extremely profitable to many large and small manufacturers, and should be equally serviceable to you.

With the 1932 profit picture demanding old buying habits be checked out in favor of real honest-to-goodness value-getting, it will pay you to bring your can problems to Continental.

An excellent illustration as to how a package can be improved to give it greater convenience in use as well as to better style and shape of the container. The cap and brush idea created by Continental's Development Department has contributed greatly to the sales appeal of the product, as has the new style of the container.

This is a typical example of what can be done in re-designing a package to increase its sales appeal. Continental's packaging specialists completely changed the design and utilized the same color combination in a more pleasing way to give this manufacturer a better package.

CONTINENTAL CAN COMPANY INC.

NEW YORK: 100 East 42nd Street
ASHLAND 4-2300

CHICAGO: 4622 West North Avenue
SPAULDING 8480

SAN FRANCISCO: 155 Montgomery Street
GARFIELD 7890

Say you saw it in SOAP!

PERFUMES *for* SPRAY PRODUCTS—

OUR line of perfume odors for fly and theatre sprays, para blocks, household insecticides and allied products has been *laboratory tested.* By designating a perfume as a *spray odor,* we are certifying that it has been tested and proven successful both as to covering power and odor value. Try us out. Send a sample of your product—unperfumed—expressing a preference as to perfume if desired.

UNCO WATER-KLEER perfumes—a new series of perfume compositions, treated by a special process rendering them completely soluble in water without the use of alcohol. Simply dilute them in distilled water. They will not cloud or separate.

All types $2.75 per pound

A Few Suggestions

BOUQUET
CARNATION
FLORAL
FOUGERE
HONEYSUCKLE
JASMIN
LAVENDER
LILAC
ORANGE BLOSSOM
ORIENTAL
ROSE
TREFLE

UNGERER & CO.

13-15 West 20th Street
NEW YORK

Say you saw it in SOAP!

LOW COST Advertising for EXTERMINATORS—FUMIGATORS and JANITOR SUPPLY HOUSES

in a National Publication devoted to Sanitation "INDUSTRIAL SANITATION"

NOW local exterminators, fumigators and sanitary supply houses can reach their best prospects in a national publication, devoted exclusively to sanitation problems, at a cost comparable with the most reasonable local advertising. INDUSTRIAL SANITATION, to be published in September, will reach over 40,000 of the very largest buyers of sanitary products, accessories and services—institutions, clubs, office buildings, railroads, industrial organizations, hotels, hospitals, etc.

A special section will be available for listings and one or two inch card advertisements of organizations operating in limited territories. There will be three classifications—1. Exterminators; 2. Fumigators; 3. Sanitation Supplies. You may either buy a listing under any classification at very low cost or a one or two inch card, to appear under a free listing. Write for complete information now. You will want to be represented in the "Local Services Department" of INDUSTRIAL SANITATION.

MACNAIR-DORLAND COMPANY, INC.

Publishers

136 LIBERTY STREET NEW YORK CITY

Say you saw it in SOAP!

PYROCIDE No. 20

wins on a platform of

FACTS

Check these Planks:

1 No matter how low in pyrethrin content average flowers may run, Pyrocide No. 20 always contains 2.15 grams of pyrethrins per 100 cc.

* * *

2 Our exclusive laboratory in Japan selects flowers by assaying before shipment, to make sure that they contain .90% pyrethrins.

* * *

3 The flowers are assayed as they go into the percolators and the finished volume of Pyrocide No. 20 is adjusted at 2.15 grams per 100 cc. —even if it takes 30 lbs. of flowers to the gallon.

* * *

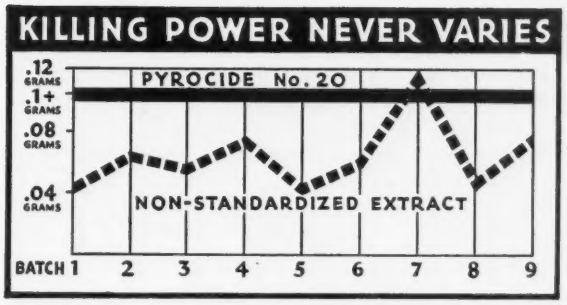
4 High killing power of Pyrocide No. 20 never varies. The Peet Grady test proves that it always gives the usual high standardized kill.

* * *

5 Pyrocide No. 20 is the only truly standardized pyrethrum extract on the market today.

* * *

Don't be fooled by imitations. Insist on true standardization. Watch the color. When diluted, Pyrocide No. 20 makes a yellow insecticide, characteristic of direct extraction of the flowers.



Heavy line shows how the high killing power of insecticides made from Pyrocide No. 20 is *always* the same. Dotted line shows what happens when you use a pyrethrum concentrate which is *not* standardized. With Pyrocide you can stabilize every batch, while a non-standardized base may cause variations in killing power as great as 300%.

And don't be satisfied with manufacturers' statements—ours or anybody else's. Insist on actual tests by the Peet Grady method—especially now when pyrethrum flowers are running low in pyrethrin content.

Pyrocide No. 20 is shipped in drums of 5, 10, 15, 30 and 53 gallons from warehouses in New York, Los Angeles, Minneapolis and many foreign cities. We also supply pyrethrum flowers with known pyrethrin content in whole, ground or powdered form.

* * *

IT WILL PAY YOU *to get in touch with us before making your fall contracts. If you want to save money,* TAKE THIS TIP!

Write today, McLAUGHLIN GORMLEY KING CO., 1715 Fifth Street S.E., Minneapolis, Minnesota

Pyrethrum Specialists Since 1901

PYROCIDE No. 20

STANDARDIZED EXTRACT OF PYRETHRUM FLOWERS

Say you saw it in SOAP!

appenings about the home, the work-shop and the car . . are bringing searching eyes and inquiries, *and purses* to the store.

Container Style! . . directs the placement of *your* product in the store . . attracts self-service at the counter . . SELLS by persuasion.

Here, can-enclosed preparations are given an atmosphere of Quality and Leadership. We design for shipping and consumer convenience . . staple and serial sizes . . multi-color lithographed labelling . . plain, too!

METAL PACKAGE CORPORATION

110 E. 42ND ST., NEW YORK CITY

ESTABLISHED 1909

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO

THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO

Say you saw it in SOAP!

Baird's

Certified Coal-Tar Disinfectants

are known and used throughout the world because of their quality, dependability and efficiency. They are supplied only in concentrated form, dilute readily with water to form rich, milky emulsions, which do not separate on standing, and have a good clean odor of tar. Each batch is tested for germicidal strength.

Cresol Comp. U. S. P.

also known as Liquor Cresolis Compositus, U. S. P., is made in exact accordance with the specifications of the U. S. Pharmacopoeia. Phenol coefficient 2½ to 3. Dilutes with water to form clear, amber-colored solutions. Largely used by the medical profession, hospitals and veterinarians.

Crestall Fluid

is similar in composition, appearance and odor to Cresol Compound, U. S. P., but prepared from refined cresylic acid as a base. Approximately twice as strong as the U. S. P. product, and very effective in preventing the spread of animal diseases. Approved by U. S. Bureau of Animal Industry.

Mosquito Larvaecide

A coal-tar product employed for killing mosquito larvae. Effective in dilutions of 20,000 to 40,000 to one. Superior to petroleum oil, as it is not affected by rainfall or wind and does not involve fire hazard.

Pes-Tox Insecticide

of the pyrethrum type, pleasantly scented. Quickly kills practically every type of crawling, flying and hopping insect. Light lemon color. Especially effective when used in the form of a spray.

Pine Oil Disinfectant

A fragrant pine product, made from pure steam-distilled pine oil according to the formula of the Hygienic Laboratory of the U. S. Public Health Service. Mixes freely with water to form good white emulsions with pleasant pine odor. Free from mineral oil or other adulteration.

BAIRD & McGUIRE, INC.

Holbrook, Mass. **St. Louis, Mo.**

New York City and New Jersey Representatives:

Eastern States Supply Company, 136 Liberty St., New York City

Telephone WOrth 2—3143.

COAL TAR DISINFECTANTS

DISINFECTANTS

COAL TAR DISINFECTANT
(Coefficients 2-20)

TAR ACID OILS

CRESOL COMPOUNDS
(Liq. Cresolis Compositus U.S.P. Cresol Compound Technical)

ANIMAL DIPS

CATTLE SPRAYS

CRESOL U. S. P.

CRESYLIC ACID

LIGHT OIL DISTILLATES
(Benzol, Toluol, Xylol, Solvent Naphtha)

WOOD PRESERVATIVES

AGRICULTURAL CHEMICALS
(Ammonium Sulphate Flotation Sulphurs)

NAPHTHALENE
(Crude and Refined . . . All Kinds . . . Moth Balls . . . Flakes

With unexcelled facilities for producing our own raw materials and for compounding and testing them in our own plants and laboratories, we guarantee Dependable Disinfectants of both soluble and emulsifiable types. Our soluble disinfectants form clear, pale solutions and our emulsifiable ones form rich, milky solutions, free from deposit when diluted with water. Our Frozen Tar Acid Oils (10% to 40% strength), properly compounded, yield white-emulsion disinfectants free from naphthalene deposits. Samples, prices and full information furnished gladly on request.

INSECTICIDE AND DISINFECTANT MANUFACTURERS ASSOCIATION I&D MA

These products can be bought by the can or carload . . . put up as your own brand . . . or shipped in bulk.

KOPPERS PRODUCTS CO.
PROVIDENCE PITTSBURGH CHICAGO
BIRMINGHAM SAN FRANCISCO, 274 Brannan Street
THE WHITE TAR COMPANY
KEARNY, NEW JERSEY
Subsidiaries of The Koppers Company

Say you saw it in SOAP!

FOR a cost of about 2 cents a gallon, these odors lend a lasting, pleasing and tenacious perfume to your insecticide sprays.

A complete and varied line of these fine perfume oils has been painstakingly developed by us in prices ranging from $1.50 to $3 per lb.

Samples on Request

FELTON CHEMICAL COMPANY

Executive Offices and Factory—599 JOHNSON AVE., BROOKLYN, N. Y.

Chicago, Ill., Office—1200 NORTH ASHLAND AVE.

Stocks Carried in the Following Cities:

LOS ANGELES, CAL.
WM. PAUER.
1131 N. Orange Grove Ave.

SAN FRANCISCO, CAL.
P. J. RICH.
1282 Folsom St.

CHICAGO, ILL.
M. HARTSTEIN.
1200 No. Ashland Ave.

NEW ORLEANS, LA.
ROBERT E. FELTON,
Balter Bldg., Rm. 407.

Say you saw it in SOAP!

Yarmor Removes Dirt and Makes Polishing Easier

A superior furniture polish can be made with Yarmor Steam-distilled Pine Oil as one of the ingredients. This pine oil in a polish makes it easier for the finished product to do its work of cleaning and polishing.

The first application of a furniture polish, with Yarmor Pine Oil as one of the constituents, removes the dirt thoroughly. The second application, or rubbing, enables the actual polishing ingredients in the polish to do their work on a perfectly clean surface.

Furniture polishes properly made with Yarmor Pine Oil will be stable permanently and need not bear the label "Shake Well Before Using."

Steam-distilled Wood Turpentine
Wood Rosin
Steam-distilled Pine Oil
Alpha Terpineol
Commercial Abietic Acid
Abalyn (Methyl Abietate)
Nitrocellulose
Chemical Cotton

HERCULES NAVAL STORES

HERCULES POWDER COMPANY
INCORPORATED

961 Market Street....Wilmington, Delaware

Branch Offices...Chicago...New York...St. Louis...Salt Lake City...San Francisco

Hercules Powder Company, 961 Market Street, Wilmington, Delaware.
Please send a sample of Yarmor Steam-distilled Pine Oil ☐
Please send information regarding Yarmor Steam-distilled Pine Oil for furniture polish ☐
Name ..... Company.....
Street..... City..... State.....

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FOR BETTER COLORS AND ODORS

PARAtints

For coloring and perfuming Paradichlorobenzene blocks and bath salts — with less trouble, in less time.

Paratints make standardization of colors a much simpler job. They penetrate uniformly, and last with the product. The perfumes used in Paratints are pleasant ones, developed with particular emphasis on covering the odor of Paradichlorobenzene.

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Perfumes for Insecticides

For insecticides made with pyrethrum and kerosene, we suggest using one to six drams of any of the following oils in one gallon of finished spray.

Orange Blossom No. 96	$4.00 lb.	Rose No. 12	$2.00
Orange Flower No. 11	3.00	Lilac No. 1	3.50
Orange Flower No. 12	2.00	Lilac No. 2	3.00
Cedar No. 11	2.00	Lilac No. 3	2.50
Cedar No. 12	1.00	Lilac No. 4	1.10
Jasmin No. 11	2.50	Lilacine No. 11	1.10
Jasmin No. 12	1.50	Vanilla Bouquet for Spray	3.00
Lavender No. 135	1.00	Bouquet No. 118	1.50
New Mown Hay No. 11	3.75	Bouquet No. 11	3.00
New Mown Hay No. 12	1.50	Bouquet No. 12	2.00
New Mown Hay No. 13	2.00	Spray Odor No. 195	4.80
Oriental	1.50	Spray Odor No. 353	4.50
Narcissus	2.25	Spray Odor No. 457	3.75
Violet No. 11	3.00	Spray Odor No. 276	3.00
Violet No. 12	1.75	Spray Odor No. 259	2.00
Mint No. 11	1.50	Spray Odor No. 11	5.50
Mint No. 12	1.00	Spray Odor No. 12	5.00
Honeysuckle No. 11	3.25	Spray Odor D. No. 5	5.25
Honeysuckle No. 12	3.00	Spray Odor No. 23	4.50
Rose No. 11	2.25	Tuberose	4.25

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York
180 No. Wacker Drive, Chicago
619 Clark Avenue, St. Louis
42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

Say you saw it in SOAP!

Haebler, Inc.

Perfumes for Deodorizing Blocks

Special solutions to be used from 1 to 2 pounds to 100 pounds of deodorizing crystals. They can be used with *either* paradichlorbenzene, or naphthaline, or a combination of the two. *Any of the following colors may be used with any of the odors listed below.*

Colors	*Odors*	
Amber	Bouquet—many bouquets to choose from, state type wanted.	
Blue		
Chypre green	Cedar	Orange
Light green	Hay	Oriental
Rose	Jasmin	Peppermint
Violet	Lilac	Pine
Yellow	Lily	Rose
	Narcissus	Violet

Grade A—any of the above odors with or without color $2.50 lb.

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van Ameringen-Haebler, Inc.

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Disinfectants

are tested and certified to by independent analysts, insuring to the buyer a guarantee of quality and strength. A copy of the bacteriological certificate will be furnished whenever requested.

The name BAIRD'S on a container of disinfectant means not only that it is a certified product, but one which represents over a quarter of a century of manufacturing experience and technical skill . . . insuring uniformity of composition . . . unformity of quality . . . uniformity of result. BAIRD'S Certified Disinfectants dilute readily with water to form rich, milky emulsions.

Whether your disinfectant requirements are large or small, or whether the coefficient is two or twenty or any intermediate strength, let us figure with you. Samples will be submitted for your inspection, and we will be glad to give you the benefit of our many years of experience as specialists in this line.

Made Right—Priced Right

Cresylic Acid Animal Dips Household Insecticides

BAIRD & MCGUIRE, INC.

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Say you saw it in SOAP!

INSECTICIDE AND DISINFECTANT SECTION

A Department of SOAP

SOAP is official publication of *The National Assn. of Insecticide and Disinfectant Manufacturers.*
Harry W. Cole, Holbrook, Mass., Secretary.

The Tax Law

OUTSIDE of oils for cattle sprays and polishes, and liquid soaps, the general sanitary products manufacturing group is apparently quite free from taxes under the new Revenue Law of 1932. On disinfectants, insecticides, para blocks and crystals, and allied sanitation products, there are no taxes. The question of the taxability of para products has been brought up by several manufacturers. We have informed them that to the best of our knowledge, they are not taxable and are not included in Section 603 covering perfumes and soaps. The fact that they are perfumed makes no more difference than it does in the case of other perfumed sanitary products. This section covers exclusively products used on the human body in making the toilet.

—o—

Lubricating Oil or What?

IN the manufacture of many polishes, cattle sprays, floor oils, tree sprays, sweeping compounds, and allied products, petroleum oils are used which fall in the same class as certain light lubricating oils. On lubricating oils in the new excise law, there is levied a tax of four cents per gallon. Quite obviously, this was not intended to take in these oils used for sprays and polishes which only sell at ten or twelve cents per gallon. However, the oil manufacturers, fearing that they will be forced to pay the tax by the Government, are collecting it on these spray oils while awaiting a definite decision from Washington.

The National Association of Insecticide & Disinfectant Manufacturers has been working closely with the petroleum industry to secure, if possible, an exemption from tax of these "lubricating oils" used in sprays. It has urged its members to communicate with the petroleum companies supplying them with oil, and to protest against payment of the tax. It has further urged the membership to bring pressure upon the oil companies to see that they cooperate fully in presenting the matter to the Treasury Department.

It is apparent that a tax of four cents per gallon was never intended to apply to a ten-cent oil simply because it might fall in the same general class of gravity, distillation range, and the like of the light lubricating oils.

—o—

In order to avoid any confusion, we desire to point out that the exact style of the new title of the insecticide and dinisfectant association is as follows: THE NATIONAL ASSOCIATION OF INSECTICIDE & DISINFECTANT MANUFACTURERS. The name was published in the wrong style in several places in the last issue owing to a misunderstanding and we wish to correct any erroneous impressions which may have resulted.

The Insecticide *and* Disinfectant Manufacturers Association

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Membership

Active—Open to manufacturers and wholesale distributors of disinfectants, germicides, deodorants, insecticides, liquid soaps, polishes, and allied products. Dues—$75.00 per year.

Associate—Open to firms supplying raw materials, containers, equipment, etc., to the membership. Dues—$50.00 per year.

For further details, communicate with

INSECTICIDE & DISINFECTANT MANUFACTURERS ASSOCIATION
Harry W. Cole, Secretary
HOLBROOK MASS.

Notes of the Trade

Ellery W. Mann, president of Zonite Products Corp., New York, has been elected secretary-treasurer of National Better Business Bureau, Inc.

—o—

C. E. Jamieson & Co., Detroit, manufacturing chemists, have issued a folder describing the properties of "Mercuricin," a colloidal germicide and antiseptic, originated in the Jamieson laboratories. "Mercuricin," which is mercury ricinoleate, is recommended as an antiseptic for use in tooth pastes and soaps, among other products.

—o—

A Peet-Grady Test is now required on all liquid household insecticides purchased by the state purchasing division of North Carolina for use in state institutions. Other states which previously adopted the Peet-Grady Test requirement are Pennsylvania and Wisconsin.

—o—

Clifton Chemical Co., New York, is marketing a new liquid for moth preventive use under the name of "Moth-Blite Frost" to be applied with a hand sprayer to woolens, furs, clothes, etc. The solvent evaporates upon spraying leaving a fine covering of frost-like crystals on the garment. The product is being sold also under private brand where desired.

—o—

The new advertising copy being used by Rex Spray Corporation to advertise "Fly-Tox" is based on the "Flowers that Kill" theme, featuring the idea that flowers, usually most friendly to insects, have among them one species that actually kills both flies and mosquitoes. The new copy, prepared by Claude C. Hopkins, Miller Agency, has proved uniformly popular with women, although in preliminary tests it seemed rather unfavorably received by the salesmen and men generally.

—o—

P. N. Frank Disinfectant Co., formerly at 91 Bleecker street, New York, manufacturer of disinfectants, insecticides, soaps, polishes and sweeping compounds, has taken new quarters at 492 Broome street.

—o—

Tampa Sanitary Supply Company, janitor supplies, Tampa, Florida, has purchased the $20,000 stock of the Art Chemical Company, also of Tampa, Fla., at bankrupt sale, and will operate the latter concern as a separate unit with offices at 513 Polk St., Tampa, Fla. The Art Chemical Company was in business about two years, manufacturing a line of insecticides, cleaning compounds, etc., in packages, which were sold through the local retail stores and agency channels. The Tampa Sanitary Supply Company plans to continue these products and to expand the line.

The Life of the House Fly, Cockroach, and Bed Bug

By A. G. GRADY*

Entomologist, Sinclair Refining Co.

IT is not the purpose of this paper to give each step in the development of an insect in exact detail, but only to hit the high spots, as it were, which may prove to be more interesting. In attempting to give this picture, I have chosen three insects of different orders and habits, and with whom we are all more or less familiar, namely the house fly, the German cockroach or Croton bug, and the bed bug.

Let us start out with the house fly, an insect that has followed man to almost all habitable parts of the world and has been accused of spreading more disease than the other two together. Just how the male fly seeks out and finds its mate has never been positively determined. However, we all know that both sexes have an uncanny sense of smell and it may be through this source. Some investigators have hinted that the answer may lie in the fact that when the house fly vibrates its wings it produces a characteristic sound. Incidentally, the house fly can vibrate its wings 330 times a second. Others point to the difference in size of the compound eyes in that those of the male are larger than the female. It may be any one or a combination of these senses by which the male fly meets his "lady friend" to carry out their nuptial arrangements, and it is needless to say that they seldom, if ever, miss when granted an opportunity.

When the female is about to lay her eggs, she again exhibits her remarkable sense of smell in locating the most favorable medium upon which to oviposit so as to give the resulting progeny an excellent start in life. After the fly has located the preferred medium, she will generally slip under or burrow through the upper crust and lay her eggs in neat, compact masses. The ovipositor is needle-like in shape and rather long, considering the size of the fly herself. Each time this ovipositor shoots out from the tip of the abdomen, another egg is added to the mass. From 100-150 eggs are laid at a time with an average of about 800 during a lifetime. These eggs hatch in less than 24 hours during the warmer months of the year.

The larva, upon hatching from the egg, is worm-like in appearance with the exception of its hind quarter, which looks as though it were chopped off. It is blind and to the casual observer, legless. It moves through the moist medium by stretching its pointed head and forepart of the body forward and drawing up its rear in an odd loping fashion. During this stage of its development the larva seems to have but one object in life and that is food, to which it is instinctively drawn. It is very active, moving constantly in search of food, which is thought to be small microscopic plants growing in the fermenting medium. Upon hatching from the egg this worm-like creature is only about 2 mm. in length, but at the end of five or six days obtains a length of about 12 mm. if kept at a summer temperature and provided with proper food. It then goes into the pupa or cocoon stage, which is most interesting and seemingly miraculous.

When the larva is ready to pupate, it migrates from the moist part of the medium to the upper crust which is comparatively dry. It then goes through a series of writhing motions which shortens the body, at the same time making it fatter, finally taking on a shape very much like a seed. During this process the larva changes in color from a sickly-white to one of deep yellow. This change in color is due to the fat stored up in the body during the larva's feeding period and is to serve as food throughout the cocoon or transitional stage.

At this point, the insect becomes quiet and the great change takes place. It first draws away from its last larval skin which gradually changes from the deep yellow color to a chestnut brown and serves as a protection against enemies. At a summer temperature four days are required for this insect to change from a larva to an adult fly, or from a creature, worm-like in appearance, blind, with stump-like legs to an insect that is perfect in outline, can walk, fly, see and carry many contagious diseases, besides being a general nuisance.

When the fly is ready to emerge it pushes open the cephalic or head end of the cocoon and crawls out. Upon emergence, it looks anything but like the insect it will eventually become. At first its head looks like a weird triangle with bulging eyes and pointed front, the body is soft and it is apparently wingless. At this stage, the fly is at the mercy of its enemies and darts for cover

*Before the Natl. Assn. Insecticide & Disinfectant Mfrs., Chicago, May, 1932.

if disturbed in any way. However, it soon pumps air into its wings and is able to fly. The body contracts and hardens upon coming in contact with the air and within thirty minutes after emerging from the cocoon, it has taken on the colorings and characteristic markings of the house fly. Within three days after it emerges from the pupa, the fly is ready to lay eggs again completing the cycle.

THE German cockroach, on the other hand, can be likened to the house fly only in that it has three pairs of legs, wings, and its body is divided into three segments; while it is true that the adult fly and the roach can subsist on the same kind of food and have been known to get along splendidly in many homes, they differ sharply in their development, habits and to a certain extent, environment. As you know, the house fly goes through a complete change from the time it hatches from the egg until it becomes an adult and has vastly different habits throughout these stages, while the roach shows little variation either in appearance or habits from the newly emerged nymph until it reaches full growth. The manner in which they partake of their food is quite different in that the house fly is equipped with tongue-like mouth parts and laps up its food with a rasp-like motion, while the roach is endowed with strong jaws enabling it to chew its food. The adult house fly depends on its power of flight and remarkable eyesight to escape its enemies while the roach depends on its agile legs, sensitive antennae and the ability to pass through the smallest cracks in walls, floors and furniture.

It is interesting to note that the vast majority of roaches are to be found only in the tropics. Some of these species are really beautiful and are said to take on all the colors of the rainbow, coupled with an elegance of form. There are tropical roaches larger than good-sized birds, in fact, one species is known to have a wing spread of more than six inches. It has been stated that the ancestors of our present day forms inhabited the earth, probably before the advent of man, in that fossilized remains of these insects have been unearthed in strata laid down ages ago. These roaches were huge creatures and one would measure their wing spread in feet rather than inches. They, of course, became extinct along with the other monsters of that era, while the smaller species were able to adapt themselves to changing conditions and survive.

Of the four domesticated species, the German roach is undoubtedly the best type to use for laboratory purposes in that they are easier to work with, equally as resistant, develop faster and exhibit more intelligence than the others. However, they are all rather difficult to handle and are not generally considered to be reliable insects for testing purposes, unless elaborate precautions are taken in rearing them.

One needs little or no experience in order to distinguish the male and the female of this species. The male has a slender body and seems to be more finely constructed, while the female is broader, more rugged in appearance with an abrupt or blunt-like abdomen. It is generally conceded that the sexes seek each other through their sense of smell. Mating takes place in an end to end fashion, the male facing north and the female south, or vice versa.

The eggs are laid in a parchment-like capsule which looks somewhat like a tobacco pouch. This capsule is divided longitudinally by a membranous partition into two chambers. Within each chamber there is a row of rounded pockets serving as receptacles for the eggs. The eggs are placed in the capsule singly, first in one chamber and then in the other. As more eggs are added, the pouch begins to protrude from the body until the full number has been deposited. The sealed capsule is then carried around by the female projecting from the tip of the abdomen until the young are ready to hatch. At this point the roach deposits the pouch in a suitable place whereupon it splits along the top edge, the two chambers open and the young struggle out. There are approximately forty eggs in each cupsule which accounts for the rapidity in which this species increases once it gains a foothold.

At first, the baby roaches are milky-white in color with the exception of their eyes, and they act and feed very much like their parents. Upon coming in contact with the air the outer covering of the body hardens and changes to a brownish-black color. Observers have often noticed one or two adult roaches with a newly emerged colony and have suggested that the parents watch over their young during the first nymphal stage. However, it is known that this species is more or less gregarious, which may account for the supposed parental care.

The young roaches develop by molting or shedding their skin, coming out larger after every molt and looking more like the adult. When the young roach has partaken of enough food and feels the urge to cast off its old skin and acquire a new one, it generally goes to a secluded spot, exerts itself until the old body covering splits down the back, whereupon the young nymph crawls out milky-white in color again, but larger and stronger. The new skin rapidly hardens, of course, and soon assumes its normal color. This process is repeated throughout the nymphal stages as many as six times or more until finally the winged adult emerges.

Under laboratory control this insect can be reared in about four months, although under ordinary conditions of varying temperature and food supply, it will take considerably longer.

WITH the possible exception of the roach in some sections of the country, the bedbug is by far the most annoying and repulsive of domesticated insects, particularly so in the poorer, congested areas of our cities. It is, in fact, a bugaboo to hotels, summer resorts, public institutions and other places that cater to all classes of people. A ceaseless battle is carried on by managers of semi-public places against this parasite, not that they are always harboring them, but because

one never knows when an infestation will occur. It is not uncommon to find this insect in the cleanest of homes as it migrates from one house to another or is transported in trunks, wearing apparel, laundry, etc. Such an occurrence is particularly unfortunate if the home happens to be a large, roomy structure affording the unwelcome guest innumerable places of concealment. However, it is needless to state that a housewife with any pretense of cleanliness is aware of the fact that there are preparations for just such emergencies and will soon eradicate this pest.

Like the housefly and the roach, the bedbug has been associated with man since the earliest times, increasing its spread by travelling with armies and being carried great distances on ships. It was probably introduced into this country by the early colonists in that it is not recorded as being a pest to the Indians.

The bedbug has a large number of cousins, most of them being parasitic to plants, for instance, the squash bug, although there are closely related species that attack birds and bats. One species is a serious pest to poultry particularly in the Middle West and often attacks human beings. This particular parasite is almost identical to the bedbug in structure with the exception of its beak which is greatly elongated, presumably to give it easier access to its host.

The bedbug is a true parasite and cannot exist without warm-blooded hosts. It is often found in houses that have been vacated for long periods giving rise to the belief that it can subsist on moisture in the wood, wall paper or debris on the floor. In view of the fact that the mouth parts of the bedbug are constructed to suck in liquid food and its inability to partake of it in any other way "checks out" such a conclusion. This misconception is probably brought about by the fact that the bedbug can exist for a very long time without partaking of blood. Newly hatched young have been known to live for over two months without nourishment of any kind while the adult insects have survived over a year without feeding. Unlike the other insects described, the bedbug gets its food by piercing the skin of its host with its beak-like mouth parts. Upon coming in contact with the blood a pump-like apparatus located in the back of the head is set in motion drawing the food into the body.

Before feeding, this insect is oval in shape, very flat and of a dull rusty color. As the food is pumped into its digestive tract the body lengthens and swells taking on a bloated appearance and changing from a rusty red to a glistening vermilion color due to the ingested blood. The engorged insect then retires to its place of concealment and digests its enormous meal.

The female will lay from 5 to 40 or more eggs in one batch at the rate of one to seven a day. The egg is white, oval in shape and equipped with a lid-like top. Under laboratory conditions, the young nymph emerges in about eight days, pushing out the lid-like arrangement at the head end of the shell and crawling out. Upon emerging it is yellowish in color and, like the young roach, looks and acts very much like its parent. It develops by throwing off its old body covering, becoming larger and stronger after each molt. It is interesting to note at this point that the bedbug cannot develop from one nympthal stage to another unless it has a meal of blood to carry it through. Also, the female cannot lay fertile eggs unless she has partaken of food before or immediately after conception. At a temperature of about 80° F. the bedbug will shed its skin five times during its development, finally coming out as an adult completing its life cycle in 7 to 8 weeks.

We have experienced little difficulty in rearing numbers of these insects for testing purposes, using guinea pigs as hosts. The bedbugs are kept in short test tubes which are plugged with cotton and placed in a rack surrounded by a moat to prevent their escape. A piece of folded filter paper is placed at the bottom of each tube serving as a hiding place for the insects.

They are fed by drawing the filter paper to the edge of the test tube with a pair of forceps and then placing the tube against the shaved side of the guinea pig. As soon as the bedbugs sense the presence of their host they become very active, if hungry, and in a few moments come to the edge of the paper, stick their beaks into the animal's hide and feed. They rarely leave the filter paper to crawl on the body of the animal, which makes it easier to control the culture. After the insects have engorged themselves, they go back to their hiding places for another 8 to 10 days when the procedure is repeated. Incidentally the guinea pigs do not seem to mind the constant exposure to so many bloodthirsty parasites, as a matter of fact, they are getting fat on the job.

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Insecticidal action of emulsions of vegetable oils is studied. Olive oil, second and third pressing, and especially strongly rancid oils, have a potent action on insects. This is also true of peanut oil. The fineness of the emulsion is highly important. A suitable product can be made from 1.5 kilograms of castile soap, half to one liter of olive oil or peanut oil and one hundred liters of water. *Bulletin des Matieres Grasse*, Marseilles. M. A. Balachowsky.

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Non-poisonous and non-corrosive disinfectants are made with eucalyptus oil which is mixed with a rosin soap. Oleic acid soap may be used in the place of rosin soap. After cooling, methanol is mixed in. For use as a disinfectant, the preparation is diluted in a ratio of one to ten to one to a hundred in water. The preparation used is ten parts each of eucalyptus oil and rosin, five parts of a twenty-five per cent concentrated solution of caustic soda, two parts of alcohol and fifteen parts of water. *Deutsche Parfuemerie Zeitung*, 1932, page 167.

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Bermann Chemical Co., 102 West 17th street, New York City, has recently started operations, making a line which includes disinfectants, sprays, polishes, liquid soaps, deodorant cakes and cleaning fluids.

Perfumes For

PARADICHLORBENZENE

Individual odors to meet every fancy. . . . At prices which will appeal to the buyer who is anxious to keep his production costs low . . . and still supply well perfumed deodorant crystals and blocks.

The following have proven extremely popular:

	Lb.		Lb.
American Thistle No. 1010.	$2.25	Rose No. 310	$2.50
American Thistle No. 180.	5.00	Rose Heavy No. 99...	5.00
Forest Bouquet No. 42....	4.00	Trefle No. 619.....	2.85
Carnation No. 50.....	5.00	Trefle No. 157.....	6.00
New Mown Hay No. 319.	2.75	Violet No. 611.....	3.10
New Mown Hay No. 75..	5.00	Wild Flower No. 5300.	1.75
Oriental No. 88.....	5.00	Wild Flower No. 113..	5.00

In addition to the odors listed we also have many others ranging in price from $1.25 to $8.00 lb.

Guaranteed not to decompose or change in odor, no matter how long they remain in contact with the chemical.

All of our Paradichlorbenzene odors are supplied with or without color.

Used one pound to one hundred pounds of crystals.

I&D MA INSECTICIDE AND DISINFECTANT MANUFACTURERS ASSOCIATION

P. R. DREYER INC.

12 East 12th Street New York

"Its the Odor that Sells the Product"

Marketing Abuses in the Insecticide Industry

By W. J. Zick*

Stanco, Inc.

IN discussing the marketing abuses in the insecticide industry, I am going to start out with the premise, logical or otherwise, that the reason any firm is in business is to make profits for the backers of the enterprise in question. In the past, from 1920 to 1929, it seems that selling cost, in many instances, was entirely lost sight of. The manufacturers of insecticides vied with one another for the privilege of having their representatives travelling with the salesmen of the jobbing houses at a per diem charge on the part of the jobber or jobber's salesman. After one insecticide salesman completed a town with a jobbing salesman, frequently a competitive insecticide salesman was taken out the following week. If one manufacturer refused to travel his men with a wholesaler's salesman because it did not pay, another manufacturer agreed to. Figure it out any way you please.

Suppose a missionary salesman was paid $35.00 per week. Suppose his hotel and meals amount to another $35.00 and for 5 days, he paid a jobber's salesman $2.50 per day for automobile hire. A total expense of at least $82.50 per week. In one of my travels, I found four insecticide salesmen from one manufacturer in the same grocery store at the same time with four competitive jobber's salesmen. Did it pay? We all know the answer. One manufacturer would adopt the practice as a defensive measure because he was told a competitor was stealing a march on him by working with jobber's salesmen. This practice of working with jobber's salesmen is gradually being discarded but still is a common practice.

Discounts and Free Goods

HOW any manufacturer expects to give extra, inside, or special discounts over and above its regular posted discounts and get away with it, is difficult to understand. Inside discounts are a common practice. The result is that soon every one is getting the inside discount and the assumption is that all manufacturers must be giving inside discounts and the whole industry gets into disrepute.

We have all heard a great deal about free-goods deals in the past. Free-goods deals are offered either to get an early order for merchandise or otherwise are offered as a bonus for a quantity purchase or to get a quantity order early. If used purely for these reasons, free goods deals are justifiable. However, when each manufacturer tries to outdo the other in the matter of free goods, here are some typical deals that result:

1 Free in a dozen
2 Free in a dozen
3 Free in a dozen
4 Free in a dozen
6 Free in a dozen

1 case free to every store in an organization, with no other purchase required.

Remember, the free-goods must be sold by the retailer to the consumer. And every additional free can means just one less can the manufacturer can hope to sell. Then there is the perpetual free goods which amounts to nothing more or less than a price reduction and accomplishes nothing.

Fall Bookings

IN the past, many insecticide manufacturers have gone out the first of September, booking turnover orders from retailers for delivery by the wholesaler the following Spring or Summer. At least 50% of these orders are not worth the paper they are written on when the delivery date comes. The retailers are out of business, or they refuse the merchandise or the credit is not good, and the insecticide manufacturer pays the salesmen for taking such orders.

Along with fall bookings come a June or July dating on invoices or extra discounts for earlier payment. This practice may be expedient where manufacturers have no great warehouse or storage facilities and use the wholesaler's warehouse space during the spring months. And in return for the wholesaler anticipating his requirements, the manufacturer allows a June or July 1st dating.

Consignment selling is also practiced by some. In this case the manufacturer is paid for this merchandise monthly as sold or at the end of the season, depending on the case in question. In this case, the retailer or wholesaler has no investment, not even his interest to dispose of the product.

*Before the Natl. Assn. Insecticide & Disinfectant Mfrs., Chicago, May, 1932.

Co-operative Advertising

MANY a merchandising blunder has been legitimatized by the aid of co-operative advertising. The practice of co-operative advertising in many instances has developed into an out-and-out racket. Some buyers hold the manufacturer up for whatever they feel can be forced out of him, including:—

1. The practices of: Allowances per store.
2. Buying window posters.
3. Space on handbills.
4. Buying of newspaper space.

These are in many instances legitimate, but on the whole the industry would be well rid of all these special allowances. And remember it all comes out of the manufacturer's pocket.

Instances of advertising allowances to chains and co-operatives of from $5.00 to $8.00 per store can be found, and it is certainly questionable whether any insecticide manufacturer can buy co-operative advertising for a whole chain on such an allowance basis and not lose money on the transaction. In fact, some cases are on record where the manufacturer paid more dollars to an organization for co-operative advertising on a per store allowance basis than he received from the organization for his merchandise.

Instances are not uncommon where two insecticide manufacturers have bought newspaper co-operation from an organization to find the advertisement read "X fly spray" or "Y fly spray" one-half pint 33c and, in turn, the chain or co-operative collects his co-operative advertising allowance from both manufacturers.

The amusing thing is that some people with whom co-operative advertising is done are either very careless or have a keen sense of humor. Some manufacturers have, on occasion, received bills for co-operative advertising from customers attaching tear sheets and invoices covering a competitor's co-operative advertising. Of course, with the tear sheet and invoice as a starting point, it is not difficult to figure out the basis of the co-operative advertising allowance. The buying of space on hand bills and window posters is open to the same criticism as is the buying of newspaper space.

If manufacturers would realize that any inside arrangement that they make with the customer is confidential only until the buyer starts working on another manufacturer, they would hesitate a long time before granting special concessions. For instance, what good is a posted discount of 15 or 20% to wholesalers if the manufacturer by letter arranges to give this or that wholesaler an extra 5% on all purchases? And, in turn, the wholesaler shows these letters to other manufacturers, hoping to get a similar concession from them.

What object is there in having a list price on liquid insecticides of for illustration $4.80 per doz., less the wholesalers' discount, which would mean a net price of $4.08 per doz., and then quote a price of $3.24 per doz. to some organization to try and break in?

These special arrangements only tend to destroy the confidence of the trade in the manufacturer and also tend to destroy the confidence of the industry in itself.

A Little More Profit?

I AM certain that every manufacturer in the insecticide industry would be happy to make a little more profit if he could. Why not get back to the fundamentals of good marketing, first start out with the assumption that a good product is essential and make one. Then sell it on the basis that each transaction, in order to be satisfactory, must be profitable to the buyer and the seller. If the buyer makes all the profit, the seller will not stay in business long. If the seller wants to make all the profit, he cannot hope to sell his merchandise. A good slogan to follow is "not the largest possible volume at any price, but the largest profitable volume possible."

I fear that we in the insecticide industry, like manufacturers in other industries have had a fairly easy time of it from 1920 or 1922 to 1930. Business was easy to get and we got "soft," we forgot how to go out and sell as we did not have to use the highest order of salesmanship. Look at some of the salesmen of the period to which I refer. If a man could not get a job at anything else, he tried to sell goods and, in a seller's market, such as existed then, he got away with it.

Then came the insecticide season of 1930 with some real tough selling to do and a lot of our fair weather salesmen were just not "there." The salesmen were not getting the business and the heads of the organizations were getting worried, and, as they had not had their coats off to do a real selling job in a long time, it was a tough spot to be in. So the managers or men in charge of some of our insecticide businesses, being of a generous nature, interpreted literally the adage "it is more blessed to give than to receive," and went out and actually gave their "shirts" away. Nineteen thirty-one saw the same thing over again, and it is being repeated in 1932.

This giving of concessions is going to continue to grow until the heads of the individual firms, which are part of the industry, have the courage to face the facts, get down to a business basis and return a fair profit on the capital invested. Otherwise they are going to fold up and go out of business.

—o—

Dyestuffs are being used as vine spray insecticides. The idea is to use these products in place of copper sulfate. The basic acridines have been rigorously tested in France and appear to be the most promising of the colors tried out for this purpose. Two colors, acridine brilliant orange E and brilliant phosphine S, were both used in admixture with copper sulfate and white the results were promising, recommendations are still being withheld pending further investigation. It was also indicated that triphenylmethane dyestuffs and auramine are also valuable in this connection. Rene Marcard. *Chimie et Industrie*, January, 1932.

Selling Insecticides— How, When and Where?

By L. M. BARTON*

Mgr. Director, Major Market Newspapers, Inc.

IN the Fall of last year, we completed the field work of an insecticide survey. Many of you have received copies of the information we secured in each of the cities where this survey was made, but to the best of our knowledge, this is the first time that any attempt has been made to present in summarized form, the information obtained. What we propose to do now is to give some indication of the answers to the following questions:

1. What insects are most prevalent in various sections of the country?
2. What are the best selling months? How and where do they vary?
3. Do dealers prefer insecticides in powder or liquid form?
4. What sizes do they like best?
5. Do they like the combination package,—spray and gun combined?
6. Do they buy special deals?
7. How do they feel about the special moth repellents?
8. What advertising media do they like best?
9. Where can they sell most profitably?

There is also one other question you would very much like to have answered,—"What percentage of families in America use insecticides?' It would be impossible to answer this question without making a very extensive consumer survey, but we can at least give you some indication of the answer. One of the big New York advertising agencies recently completed a survey of consumer habits as regards insecticides. This survey was limited to about 3,500 consumer interviews obtained in, roughly, the eastern half of the country. Of the housewives interviewed only 23.4% said they never used an insecticide,—that of course means that ¾ of them do.

While it is realized that conditions vary considerably, and that these figures may not be even approximately true for other sections of the country, this information is given you for what it is worth. Incidentally, an executive of this agency remarked that although bugs are naturally more prevalent in the South, folks down there seemed more content to "just scratch."

This recent insecticide survey was made by our organization through the cooperation of our 106 member newspapers. The merchandising service departments of these major market newspapers called on a representative group of dealers in their respective cities and it was through the cooperation of the Insecticide and Disinfectant Manufacturers' Association that the questionnaire was drawn up. We feel that we have secured figures and data on problems in which you are vitally interested.

(This address was illustrated with the use of ten charts showing graphically the results of the survey, but because of the fact that it is not feasible to reproduce them here, Mr. Barton has described in detail the data appearing on each chart to facilitate publication.—Editor's Note.)

Chart No. 1. In summarizing the results of this survey, it was found advisable that results be analyzed by zones rather than by individual cities. Accordingly, the United States was divided into the eight census zones, as follows: 1. The Mountain & Pacific group, hereafter referred to as Mt-Pac., comprises the states of Washington, Montana, Wyoming, Idaho, Oregon, California, Colorado, Utah, Nevada, New Mexico and Arizona. 2. The West-North Central group, hereafter referred to as W.N.C., comprises the states of North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Missouri and Kansas. 3. The West-South Central group (W.S.C.) comprises the states of Louisiana, Oklahoma, Arkansas and Texas. 4. The East-North Central group (E.N.C.) embodies the states of Wisconsin, Ohio, Indiana, Michigan and Illinois. 5. The East-South Central group (E.S.C.) embodies the states of Kentucky, Alabama, Mississippi and Tennessee. 6. The Mid-Atlantic group (Mid-Atl.) comprises the states of New York, New Jersey and Pennsylvania. 7. The South-Atlantic group (S. Atl.) comprises the states of West Virginia, Maryland, District of Columbia, Delaware, North Carolina, South Carolina, Georgia, and Florida. 8. Finally, the New England group (N.E.) is composed of Maine, Vermont, New Hampshire, Massachusetts, Connecticut, and Rhode Island. Therefore, in analyzing the returns on this survey, this will be accomplished primarily by taking the results from each of these eight geographical divisions.

We are placing emphasis on these zones because we feel that the best way to present a summary of the information we have secured is to give it by census zones; thus, without going into too much detail and without

*Before the National Assn. Insecticide & Disinfectant Mfrs., Chicago, May, 1932.

It May Be "THE SPRAYER!"

SUCCESS or failure in marketing Insecticide depend upon the sprayer used in application.

The Nu Day is the accepted standard: leakless, dripless, and will not syphon. Proportioned to produce the most effective break-up of insecticide.

Send for Catalog Illustrating Our Complete Line

LOWELL MANUFACTURING CO.
LOWELL MICHIGAN, U. S. A.

FOR YOUR CONVENIENCE—

The primary purpose of The Entomological Testing Laboratories, Inc., is to make available to the insecticide manufacturer a testing service devoted wholly to insecticides.

Entomological testing by the Peet-Grady and other methods, and complete chemical examination of insecticides are now available.

We invite the cooperation of manufacturers to make this laboratory a useful adjunct of the insecticide industry.

Charges are moderate, and our completely equipped and expertly directed Laboratory is at your disposal.

ENTOMOLOGICAL TESTING LABORATORIES, INC.
114 E. 32nd Street New York, N. Y.

Say you saw it in SOAP!

discussing individual cities, we can show the differences that exist in various parts of the country,—differences that in some cases are very significant.

What Insects Are Prevalent, and When?

Chart No. 2. This chart is entitled "Prevalency of Various Insects." It is interesting to note that in certain sections of the country one insect is more prevalent than in other sections, but for the most part the dealers replied that flies were their greatest concern. Information has been obtained on flies, mosquitoes, roaches, ants and moths. A summary of the eight geographical divisions follows:

Division	*Flies*	*Mosquitoes*	*Roaches*	*Ants*	*Moths*
	%	%	%	%	%
N. E.	81	67	12	11	13
Mid.-Atl. ..	62½	21	22	18	16
S. Atl.	61½	51	32½	2	19½
E. N. C. ..	68	41	11	8	18
E. S. C. ..	88	51	59	10½	8½
W. N. C. ..	68	12	33	18	16
W. S. C. ..	91½	60½	48	21	2
Mt.-Pac. ..	81	28	27	47	23

Obviously, the E.S.C., W.S.C. and N.E. sections are most greatly concerned with flies, while, if you are interested in ants, you will have to go to the Mt-Pac. section.

Best Selling Months

Chart No. 3. This chart is an expression of dealers' opinions as to what months are the best selling months for insecticides. This chart clearly shows the need for advertising being placed at a time when the market is most receptive; for instance, in the N.E. section, 81% of the dealers stated that July was the best selling month. A tabulation of these replies follows:

Division	*Apr.*	*May*	*June*	*July*	*Aug.*	*Sept.*	*Oct.*
	%	%	%	%	%	%	%
N. E. ..	10	30½	69	81	79½	40	10
Mid.-Atl.	9	31	62	71	62½	31	28½
S. Atl. .	2	33½	80½	70	77	41	1
E. N. C.	3	13	53	79	78	30½	1½
E. S. C.	32	50	93	92	92½	89½	30½
W. N. C.	7	23	53	69	69	25	2
W. S. C.	2	39	72	82½	80	41½	12
Mt-Pac..	12	32½	58	62	67½	48	49

It is easy to see that as an average the best selling months are June, July, and August. However, it must be noted that in the E.S.C. group and Mt-Pac. group, September is a good selling month, while the Mid-Atl. group and W.N.C. group, this month would hardly warrant advertising. Therefore, it is apparent that when Mrs. Consumer in Birmingham is being bothered with insects, her sister consumer in Minneapolis hasn't even started thinking about the situation.

Preference for Liquid Insecticides?

Chart No. 4. This chart shows the dealers' reactions to the question on the preference for liquid insecticides:

Division	91%-100% *Liquid* %
N. E.	22.4
Mid.-Atl.	31.2
S. Atl.	28.1
E. N. C.	40.8
E. S. C.	8.7
W. N. C.	34.0
W. S. C.	24.3
Mt-Pac.	30.3

Over two thirds of the dealers interviewed told us that 70% or more of their insecticide sales were in liquid form, and this was more or less true of all census zones with the possible exception of New England, and the East South Central zone. Therefore, manufacturers who are engaged in the marketing of liquid insecticides will find all of these geographical groups are potential markets with the exception of the E.S.C. group. Apparently in this geographical division, insects are not their greatest concern.

What Sizes Most Popular?

Chart No. 5. This chart is an analysis of the returns to the question, "What sizes do you carry in stock?" The three leading sizes are half-pints, pints and quarts, with the pint, by a small percentage, the favorite. Analyzing the returns from the eight geographical divisions, we find the following:

Division	Ounces	½ Pts.	Pints	Qts.	½ Gals.	Gals.
	%	%	%	%	%	%
N. E.	9	88	92	78	18	23
Mid.-Atl. ...	21	71	82	59	12	20
S. Atl.	10	70	81	60	22	22
E. N. C.	18	80	97	60	9	20
E. S. C.	12	91	98	68	10½	18
W. N. C.	21	80½	90	57	17	19
W. S. C.	38	80½	98	62	11	15
Mt-Pac.	28	69½	81	59	12½	21½

Apparently, only in the W. S. C. group is the ounce a popular seller, with all sections of the country strong in their preference for half-pints, pints and quarts.

Dealers' Preference for Combinations

Chart No. 6. This chart takes up the dealers' likes or dislikes for the combination package, that is, a sprayer and a can of insecticide. As a whole, the majority of the dealers we talked with did not seem to care for the combination package of spray and gun. There was only one zone—New England—where there seemed to be a preference for this combination. In the West Central zones, both North and South, they seemed to be particularly opposed to this form of package. A summary of the whole United States shows 31% of the

Presto Model 102 Spray Gun

Presto 102 Electric Spray Gun

throws a ten foot cloud of penetrating mist—

INSECTICIDES and disinfectants correctly applied with the Presto spray gun are many times as effective and much more economical than the same material applied by old-fashioned methods. Give your customers this added advantage of proper methods of application and increase the sale of your product.

Presto spray equipment has proved a definite sales stimulant, especially effective with large users of insecticides, moth killers, deodorants, disinfectants and similar products.

Presto model 102 electric spray gun is the ideal equipment for correctly applying materials of this kind. The complete unit weighs only 3¾ lbs., is convenient and easy to handle, and gets maximum effect out of the material sprayed. This unit throws a penetrating, finely atomized mist a distance of ten feet—and is furnished complete, ready to operate by plugging into any convenient electric light socket.

Presto model 88-94 shoulder strap spraying unit is particularly adapted to industrial use and for dairies, packing houses, and anywhere that large areas and efficient, economical application is necessary.

Presto Model 88-94 Shoulder Strap Electric Spraying Unit

Find out how Presto spray guns can help the sale of your products. Send the coupon now.

METAL SPECIALTIES MFG. CO.
3200 Carroll Ave., at Kedzie Ave., Chicago, Ill.
Send full details of Presto spray gun features and sales plans.

*Name*_____

*Address*_____

*City*_____ *State*_____

S-7-Gray

—this Duster Gives the Knockout Punch to Powder Poisons

Insecticides can be absolutely wasted and fail utterly in giving results IF their application is faulty. And the efficiency of the Duster often governs the efficiency of the powder. ACME is proud of the fact that manufacturers of national reputation now

Specify ACME Sr. DUSTER

SUPER METAL ACME BILT WARE

A duster that embodies the mechanical skill of men who pioneered the making of such utensils—a most efficient duster that handles all powder poisons perfectly. Size 2¾ x 10 inches; of heavy tin; positive air valve keeps powder from entering pump; non-clogging, easy to fill.

Acme Superbilt Combination Sprayer

Better made and with more practical improvements, including new Air Regulator giving a wider range of nozzle adjustments delivering anything from the heaviest spray to the finest fog. Its uses are many, being adaptable for fly spray, floor oil, insecticides, and other work. Size 6¼ x 13, capacity 1½ gallons.

If ACME hasn't the duster you want, we will make one to fill your needs.

Largest exclusive manufacturers of sprayers, dusters and hand corn and potato planters in America. Catalog and prices upon request.

Potato Implement Company

Traverse City, Michigan

Say you saw it in SOAP!

dealers in favor of the combination, 65.5% not in favor and the balance not answering. A tabulation of the eight geographical groups follows:

Division	Yes %	No %
N. E.	51.2	36.3
Mid.-Atl.	32.8	64.8
S. Atl.	28.0	58.0
E. N. C.	29.2	68.7
E. S. C.	39.2	60.8
W. N. C.	18.2	78.3
W. S. C.	17.8	81.0
Mt-Pac.	37.2	63.3

Manufacturers now engaged in or contemplating the marketing of combination packages will realize from these figures that in the N.E. group over 50% of the dealers expressed a preference for them, while it would hardly be worth their efforts to secure distribution in the W.N.C. group and W.S.C. group where only 18% and 17% respectively express a liking for combination packages. The balance of the dealers did not answer this question.

Opinion on Special Deals

Chart No. 7. This chart is an analysis of replies to the question asked of dealers, "Do you buy special deals?" Of all dealers interviewed in the United States, 58.8% stated that they did buy special deals; 29.9% stated they did not, and 11.3% did not answer. There seems to be a strong preference for special deals in each of the eight geographical divisions:

Division	Yes %	No %
N. E.	57.4	36.1
Mid.-Atl.	58.6	26.4
S. Atl.	56.2	29.8
E. N. C.	63.1	21.6
E. S. C.	67.4	19.6
W. N. C.	50.4	39.2
W. S. C.	67.6	27.0
Mt-Pac.	53.5	39.3

The remainder did not answer. From the figures given here it is easy to see that the majority of dealers do buy special deals and that this feature of merchandising ought to have the serious consideration of the manufacturer.

Special Moth Sprays?

Chart No. 8. This chart represents answers to the question asked of dealers, "Do you recommend a general insecticide as a moth repellant? If not, do you carry a special moth repellant? Do you prefer one insecticide for the extermination of all insects?"

Opinion seems to be fairly evenly divided on the question of recommending a general insecticide for exterminating moths. The most noticeable departure from the United States average is in the East South Central zone, where less than one quarter of the dealers recommend a general insecticide for this purpose. In New England, on the other hand, over half of them do. There is little variance between the different zones in the percentage of dealers who carry a special moth repellant.

Division	General Insecticide %	Special Moth Repellant %	One for All %
N. E.	51	35	27
Mid.-Atl.	48	40	70
S. Atl.	48	32½	70
E. N. C.	58	43	67½
E. S. C.	22	52	72
W. N. C.	37½	48	59
W. S. C.	48	40½	59
Mt-Pac.	37½	42½	58

This chart clearly shows that all dealers should be interested in securing for their customers one insecticide that would successfully repel all insects. In the majority of cases, dealers are now carrying a special insecticide for moths; likewise, the majority of dealers hesitate to recommend any general insecticide as a moth repellant.

What Advertising Media?

Chart No. 9. This chart is a summary of the answers to the question asked of dealers, "What type of advertising is most effective in producing sales for you of the five following media—newspapers, window displays, radio, magazines, special price?"

(*Turn to Page* 115)

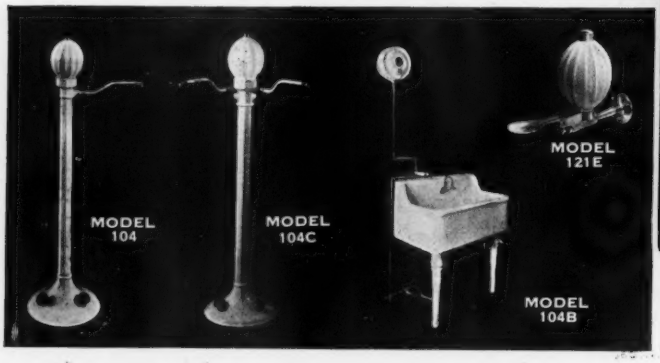
Division	Newspapers		Window Displays		Radio		Magazines		Special Price	
Choice:	1	2	1	2	1	2	1	2	1	2
	%	%	%	%	%	%	%	%	%	%
N. E.	78	10	2	40	12	12	..	12	..	5
Mid.-Atl.	70	15	5	25	20	19	1	10	1	5
S. Atl.	75	5	4	45	3	12	..	5	..	4
E. N. C.	65	20	15	20	15	20	..	11	8	15
E. S. C.	80	19	2	35	10	38	2	15	..	2
W. N. C.	65	25	12	25	12	25	3	8	1	5
W. S. C.	80	19	3	30	7	10	10	..	5	10
Mt-Pac.	63	30	19	22	6	15	½	12	5	8

SOAPERIOR DISPENSERS are distinguished by trim well-proportioned lines and handsome finish. They are strong, fool-proof and retain their attractiveness and efficiency through years of use. They carry a two years' guarantee against defect in material or workmanship. Of course, all working parts are tooled to precision to guard against leakage and insure perfect operation.

You will find a SOAPERIOR DISPENSER for your every need . . . Gravity Feed Type consisting of Hexagon Valves (cross section shown) and handsome tanks (two types pictured) installed at an elevation and serving any number of basins. Pent House Type serving an entire building from one reservoir. Hospital Portable and Wall Type Dispensers (4 models shown). Some Dispensers priced so low you can give them away to your trade with soap orders. Four new models now in production.

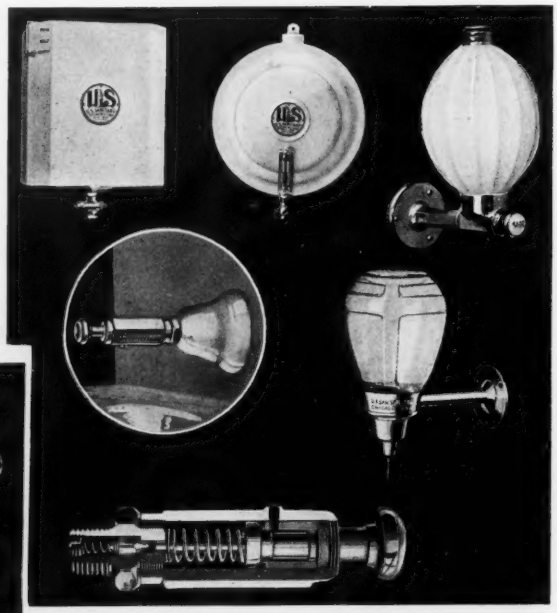
Notwithstanding the fact that SOAPERIOR EQUIPMENT is made of top-notch materials by fine craftsmen . . . it is priced surprisingly low. Send for new circular and price list.

HOSPITAL SOAP EQUIPMENT



SOAPERIOR

LIQUID SOAP EQUIPMENT



U. S. SANITARY SPECIALTIES CORPORATION

435 SO. WESTERN AVE., CHICAGO, ILL.

VOGEL

A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

SPRAYERS

Regular hand type, also continuous. Sturdy, well designed. The greatest value for your money in sprayers.

CANS

Standard stock sizes for liquid insecticides and disinfectants. Plain or lithographed. A gross or a carload. The standard insecticide container.

Deodorizing Block Holders
Shaker Top Cans for Para

Plain stock types or specially lithographed

WILLIAM VOGEL & BROS., Inc.

37-47 South 9th St. **Brooklyn, N. Y.**

Do Bulk Insecticide Buyers Want Quality or Price?

By W. J. ANDREE*

Sinclair Refining Company

BEFORE considering the question of quality or price, let us first determine what we mean by bulk insecticide buyers. Generally speaking, they are hotels, hospitals, jails, restaurants, packers, governmental bodies, etc., in fact all purchasers of 15, 30 and 50 gallon drums. These may be divided into two classes,—one buying on bids and the other buying on the open market. The bid buyers are usually U. S., state and county institutions. Obviously the method of sales approach to the bid buyer is difficult. One obtains little or no opportunity to tell a sales story, and therefore, too frequently the business is given to the lowest bidder without regard to quality. Many buyers who purchase supplies on bids, include specifications which certain articles must measure up to. However, no specifications have been made available on insecticides until the Association Standard and the Peet-Grady method were propounded. Now, with the Association behind the method and the standard, the door is open for interested purchasers to adopt and attach specifications to their bids.

What has been said about the bid buyer, purchasing liquid sprays at the lowest possible price without any protection on high killing power, applies with less emphasis to the purchaser who buys on the open market, because the seller usually has the opportunity to tell his sales story and he may even be afforded the courtesy of making a demonstration.

Now let us take up the quality and price matter. In order to help you to visualize the points I am endeavoring to make, let us assume that I am a prospective buyer of 200 gallons of insect spray for use over a year. Naturally, about this time of the year, a number of insecticide salesmen will call on me, eager to get the business. For argument's sake I am paying a rather low price for my spray. Now listen in to some of the interviews between the buyer and the salesmen.

So that you will appreciate more deeply the significance of these interviews, let me say that the questions and answers are not mythical. Six insecticide salesmen, applying for positions, were asked what they considered the strongest selling point in their talk. They all said, "quality." They were asked to imagine their prospective employer a buyer of 200 gallons of liquid spray, and to proceed to sell him on a quality basis. They were asked to hit only the high spots. After considerable hemming and hawing on the part of the salesmen, the self-appointed buyer asked several questions. The first was: "Mr. Salesman, what will your product do for me that so and so's won't do?"

Two salesmen said that considering the volume of 200 gallons they could offer him a special low price. One salesman said, "Oh! we have a quality product. Our spray kills 'em instantly and you don't have to use as much." Two said their house had been in business a long time and that they had a reputation for doing business on a clean ethical basis, and that they had a long list of satisfied customers. Asked whether they carried any testimonials with them, they said, "No." The other salesman claimed his product was superior because his firm used a pound of pyrethrum to a gallon of base. He added that some others used much less. Asked what sort of a base his firm used, he said he thought it was a special high grade of kerosene, but it would not stain.

The next question was, "How much of your product should I spray in a mess hall, which is about 4 times as large as my office?"

The answers varied from 50 to 250 shots and no one specified whether he was talking about shots from an ordinary hand gun, or from a continuous sprayer. Only one man asked whether it was a roach or fly problem. The others assumed that it was a fly infestation.

Asked what it was in the spray that killed the insects, the answers varied greatly. One assured the buyer that it was a poisonous gas. Another said the fumes paralyzed the nervous system. The third thought they were just plain gassed, while the others had no clear conception of what took place. They all pretty much insisted that the bugs died instantly.

Asked whether they had actually made a demonstration on insects themselves all but two said, "No." These two had made their demonstrations in grocers' windows.

Asked what effect their product would have on plant life, one said he recommended it to kill plant lice. The others said it would injure the plant, if sprayed directly thereon.

When the salesmen were asked whether they thought that the buyer was justified in paying them a much

*Before the National Assn. Insecticide & Disinfectant Mfrs., Chicago, May, 1932.

Cut perfuming costs ½ by using VIOFLOR

for

Sprays, Polishes, Waxes, Oils, Cleaning Fluids

YOU do not have to change any characteristic odor effect you may have established in your finished product. You merely use from 40% to 70% less of your present perfume in combination with VIOFLOR. If you have no established odor effect, VIOFLOR may be used alone most effectively and economically.

This saving is simple and practical.

Let us demonstrate.

***Manufactured by* Crepin & Doumin, Ltd., London, England**

Sold in the United States and Canada by

JOHN POWELL & CO., Inc.

114 East 32nd Street :: :: New York, N. Y.

CIN-MADE CONTAINERS

Makers of all kinds of insecticides, cleansers, soap powders, deodorants, paradichlorbenzine blocks and crystals, and many other similar products use CIN-MADE cylindrical fibre containers. From a wide variety of styles, sizes and colors there is a CIN-MADE container to meet your individual requirement. A large stock of all standard sizes is always carried in stock enabling us to offer 24 hours' service on rush orders. Prompt service on special sizes.

A FEW CIN-MADE STARS

1. Single holders for para blocks. **2.** Special single holder with diamond cut holes and duo finish. **3.** Multi-type container for para blocks. **4.** Revolving nickeloid sifter cover. **5.** Aluminum pour-out spout type. **6.** Non-neck style—semi-perforated screw cap. **7.** Tin slip-on cover—semi-perforated. Samples and prices on request.

THE CINCINNATI MAILING DEVICE CO., 294 EGGLESTON AVE. CINCINNATI - - OHIO

REPRESENTATIVES IN PRINCIPAL CITIES

Say you saw it in SOAP!

higher price for their spray than he was now paying the answer was invariably, "Yes." Yet none of them could give any connected convincing sales story to prove it. Here was a case where the buyer wanted to hear a quality story and did not get it. Why should this particular purchaser buy on quality rather than price?

THE point that I want to make is this:—Not one of these men knew whether their product was tested before it left their plant. Or if they did know, they did not mention it. Two thought their spray was tested in some way but did not know how.

No one mentioned that too light a base oil would cause the insecticide to dissipate quickly and carry the active principle away with it, lessening its killing power. No one stated that too heavy a base oil would cause the spray to drop to the floor in small droplets, carrying the active principle with it and so lessen its toxic value. No one mentioned that a high flashpoint is added protection against fire.

How interesting it would have been to the buyer to have been told that the fly and other insects breathe through holes at the sides of their bodies and that they must actually breathe the insecticide mist, freely and liberably, before they die. He might add that the action of pyrethrum sprays on insects is similar to that of a narcotic on humans, that is, a small dose will pep them up, a little more will make them weak and drowsy, and if they get a good whiff, they die. Too many people believe that there is an invisible dart (like Cupid's arrow perhaps) that pops out of the spray gun and hits the insect.

If his firm is using the Peet-Grady method of testing, it is not sufficient to merely mention it, but the salesman should know the entire procedure. He should be able to explain clearly that the 60% kill is merely a measuring rod. It does not mean, that 100% kill can not be obtained when using the product in the mess hall.

I AM firmly convinced that most bulk buyers desire to purchase a quality insecticide at a fair price, but it is the obligation of the seller to convince him that the product is worth the money. With the adoption of the Peet-Grady method by the Association as a measuring rod to determine the relative killing power of various insecticides, we are equipped as a body, to undertake for the first time the task of educating our own salesmen along certain uniform lines, and also educating the bulk buyer. Mark my word, it won't be long before the case goods buyer will be purchasing insecticides along more scientific lines.

How this educational work can best be carried on is a matter for the industry to decide, but as a concrete suggestion, it is proposed that after the Association standard is finally whipped into shape that it be printed in pamphlet form, with a foreword stating that this Association has adopted it as a standard. Then interested members may find it profitable to order a certain quantity and pass them out to their sales force for reading and for distribution to the trade.

IN order to give the Association standard the highest possible rating throughout the industry and the trade, it occurs to me that we might look forward, in due time, to:—

1st—Toward acquainting the proper U. S. Government officials at Washington, with our standard.

2nd—Toward securing the adoption and approval of the Peet-Grady method as the Government's recognized method of testing insecticides of the household type.

3rd—Toward interesting the Army, Navy, and other departments to attach the Association's standard specifications to their insecticide bids.

4th—To take the necessary steps, at the appropriate time, toward making it obligatory that all packages and containers, shipped interstate, show in print that the contents meets the Association standard.

If, when and as, we accomplish these high aims, our opportunities for converting the price buyer into a quality buyer, will be ever so much greater.

It seems timely to me to sound a note of warning about a practice which has crept into other industries during the past two years—that of making two distinct grades of the same product by the same company,—one a high grade article, the other an inferior article at a much lower price. One can readily see that articles of food, wear, convenience, etc., by their very nature lend themselves to being marketed in various grades or qualities and at prices commensurate with the cost thereof. But what would you think of a laboratory that marketed two grades of antitoxin to combat the same disease, one that performed its function well at a reasonable price, the other that did a half way job, but at a much lower price? Impossible, unbelievable, you say. And yet the same disease, against which this antitoxin is going to fight, might quite conceivably have been caused by the very flies, mosquitoes, or other insects which a weak insecticide did not kill. There are no half-way measures in compounding an antitoxin; there should be none in making an insecticide.

We are engaged in making a product sold in bulk and in packages which is utilized *not only* against insects because they are *annoying, distainful, unsightly,* etc., but because they cause untold suffering, they *carry germs* and *spread diseases.* With this thought in mind, is it not the province of this Association, in fact is it not the duty of this Association to use its influence to curb the manufacture of secondary grades of insecticides? If we succeed in achieving these high purposes, it will assist us all immeasurably in converting more bulk and package goods buyers, to purchase on a quality instead of a price basis.

for *34* *years*

Makers of
Coal Tar
Disinfectants
Stock Dips
Pine Oil Disinfectants
Insecticides
Polishes
Cleansers
Liquid Soaps
Spray Products
Roofing Cements

for the Wholesale and Jobbing Trades Only

DISINFECTANTS

Pine Oil Disinfectant, H. L.

Pure Hygienic Laboratory Pine Oil Disinfectant containing 70% steam distilled pine oil. Finest quality pine disinfectant.

Pine Disinfectant Comp.

Lower cost disinfectant compound containing 40% pure steam distilled pine oil as chief active ingredient.

Pine Odor Deodorant

Non-medicinal pine odor deodorant of low cost for use in chemical closets, livery stables, kennels, etc.

Coal Tar Dip, No. 1

Coal-tar disinfectant containing 20 to 25% phenols and having a phenol coefficient by H. L. Method of 4 to 6.

Coal Tar Dip, No. 2

Lower cost coal-tar disinfectant with a phenol coefficient by the H. L. Method of 2 to 3.

Insecticide Dips

Low cost disinfectants of creosote oil base. In two grades, having phenol coefficients of approximately 2 and of 1 by H. L.

Send for samples, prices, and details.

CHEMICAL SUPPLY COMPANY
2450 Canal Road **Cleveland, O.**
Established 1898

HOPKINS' PYRETHRUM PRODUCTS

Standardized - Concentrated

KILL BIOLOGICALLY TESTED

We hope our present and prospective customers will not hesitate to call upon us for any information regarding our Pyrethrum Products. A qualified Entomologist is in charge of our Entomological Laboratory and all testing of Pyrethrum Products is carried on, under his personal supervision, by the Peet-Grady and Richardson methods.

Our Analytical Department, where the qualities of Hopkins' REDRATSQUIL, DERRIS PRODUCTS, and other insecticidal materials are scientifically determined, is in charge of our Chief Chemist.

These two Scientific Departments are at your disposal in any way you can be assisted.

J. L. HOPKINS & CO., Importers . . Millers . . Distributors
220 Broadway, New York

Tax on Cattle Spray Oils

MANUFACTURERS of petroleum products selling oils for use in cattle sprays, plant sprays, floor oils, polishes, and sweeping compounds, when such oils fall in the same class as the lighter grades of lubricating oils, are collecting a tax of 4 cents per gallon on sales of these oils on the ground that they may be held to be lubricating oils by the Bureau of Internal Revenue under the new Revenue Act of 1932. The matter is now being placed before the Treasury Department by certain oil companies and the National Association of Insecticide & Disinfectant Manufacturers.

Bulletins on this subject was sent out to the membership of the Association recently by Secretary Harry W. Cole, which stated in part:

"Under the Manufacturers' Excise Tax portion of the Act, lubricating oils are taxed at four cents a gallon. Certain petroleum distillates are used in the manufacture of cattle or stock sprays. Among them are furnace oils, fuel oils and paraffine oils. Can any of these be classed as lubricating oils? A complete answer cannot be given in this bulletin, for the Treasury Department has not yet definitely ruled on this point.

"It is almost certain that furnace oil, and those grades of petroleum oil used for heating, do not come under the classification of lubricating oils, and are therefore not taxable as such. There is some doubt, however, about paraffine oil. Some of the larger manufacturers of cattle spray, for their own protection, are proceeding upon the assumption that paraffine oils may come within the category of lubricating oils, and are prepared to pay the tax, with the understanding of course that should the Treasury Department rule that such oils are not taxable, a suitable refund will be made.

"Our members are advised to protest to oil refiners against the payment of any such tax, and to insist that any oil billed to them be not billed as lubricating oil but otherwise designated, such as parraffine oil, which will avoid any possibility of confusion.

"Manufacturers of cattle sprays, tree sprays, or other similar products using lubricating oils not for lubricating purposes should bring every pressure to bear upon the manufacturers of these products to see that they cooperate with others in their industry in presenting the question properly to the authorities at Washington. This Association is working closely with representatives of the petroleum industry, and will undertake to advise our members as soon as the question has been satisfactorily adjusted. Members are urged to communicate promptly to the Secretary any thoughts that they have in connection with this subject."

A BULLETIN from Secretary Cole on July 5th stated further: "The following is the text of a memorandum presented to the Treasury Department in Washington soliciting a specific ruling exempting so-called lubricating oils when sold and used as 'agricultural spray oil' or 'insecticide oil' from taxation. Manufacturers of agricultural sprays, cattle sprays, or similar products, are urged to insist that oils delivered to them be invoiced to them by the seller as agricultural spray oil or insecticide oil, in order to avoid any confusion that might lead to the imposition of a tax not contemplated by the framers of the Revenue Act. The designation 'agricultural spray oil' is a particularly happy one since it so clearly emphasizes the place where any burden of taxation on this type of product would inevitably fall. 'Insecticide oil' may be preferable for designating the petroleum distillate used in cattle sprays, etc.

"We urge all our members to be governed by these suggestions, and the Association will welcome communications from any of our members that are affected on any specific points in connection with their business that may need clarification. Such communications should be addressed to the Secretary.

"This Association is co-operating with petroleum interests in presenting its views to the Treasury Department, and it is hoped that it will be possible at an early date to secure an exempting Treasury Decision, the text of which will be sent out if issued as soon as available.

"Under no circumstances should our members pay a tax until a ruling has been obtained from Washington, and it is believed that if copies of this bulletin are sent to any oil refiner no attempt will be made at the present time to levy a tax. Oil refiners who have any doubts as to the position they should take are urged to communicate with their own American Petroleum Institute."

MEMORANDUM

"A lubricating oil is any product the properties of which would cause it to be classified, at the time of approval of the act, as a lubricating oil, without regard to the actual use of any specific quantity thereof; and any product not so classified but suitable for use as a lubricating oil and put into a channel of distribution or consumption for lubricating oil; provided that if any product the properties of which are such that it might be classified as a lubricating oil, be of a quality customarily used at the time of the approval of the act for some specific purpose other than lubrication, and commonly classified under a name identifying such use and the manufacturer has put it into a channel of consumption or distribution for such use and under such name, the product shall be deemed not to be classified as a lubricating oil.

"Without limitation of the foregoing, an oil will be considered classifiable as a lubricating oil if its viscosity is in excess of 50 seconds Saybolt Universal Viscosimeter at 100°F. (38°C.) by the method of test of the A.S.T.M. for viscosity petroleum products and lubricants Designation D-88, its flash point, Cleveland Open Cup, is in excess of 250°F. when tested by the method of test of the A.S.T.M. Designation D-92, and its pour point 120°F. or lower as determined by A.S.T.M. D-97-22-T.

"Oleagenous lubricating products, including those classified as grease, free from lubricating oil as defined in the first paragraph hereof, or comprising a product so classified as lubricating oil and another product not so classified, shall be non-taxable under Sec. 601-C-1 of the act, but the lubricating oil content of such lubricating products shall be taxed under Sec. 620 and 622, when such lubricating oil is sold by the manufacturer or producer to the grease manufactory of the manufacturer or producer of the oil. (Note, Similarly, the lubricating oil content of imported oleagenous lubricating products is subject to import duty as lubricating oil.)

"Petrolatum is to be classified as lubricating oil unless put into a channel of consumption or distribution for some

LETHANE 384

The UNIFORMITY of this synthetic base aids in the production of quality insecticides at minimum cost. LETHANE 384 is manufactured under chemical control which guarantees consistent uniformity.

Röhm & Haas Co., Inc.

222 W. Washington Square

Philadelphia, Pa.

Steam Distilled

PINE OIL

a non-corrosive disinfectant 6 times stronger than carbolic acid yet harmless to hands or clothes.

Ideal for use in Laundries, Liquid Soaps, Disinfectants, Insecticides, etc.

GUM ROSIN

(U. S. Standard)

Buy these raw materials direct from

Taylor, Lowenstein & Co.

MOBILE the seaport of ALABAMA

Agents Throughout the World

for the finest flysprays—

CINO PYRETHRUM EXTRACTS

Highest quality flowers—
Guaranteed killing power—
Reasonably priced.

PYTHREX "5"

Contains the complete toxic value of five pounds flowers per gallon.

PYTHREX "20"

Contains the complete toxic value of twenty pounds flowers per gallon.

Cino products are scientifically standardized. We supply formulas for making finished sprays equal to any on the market.

THE CINO CHEMICAL PRODUCTS CO.

208-210 MAIN ST.
CINCINNATI, OHIO

Say you saw it in SOAP!

specific use other than lubrication and under the name petroleum or petroleum jelly.

"No seller or purchaser of a product useful as lubricating oil shall sell or purchase, or make or accept delivery or billing thereof, under another name, knowing that such product is to be consumed or put into a channel of distribution or consumption as lubricating oil.

"Alternative provision on grease if it be held that no import duty can be levied on lubricating oil content of grease.

"Oleagenous lubricating products including those classified as grease, not classifiable as lubricating oil under the first paragraph hereof, are not within Sec. . . . if they contain a constituent not in itself classifiable as a lubricating oil under the first paragraph hereof and are of a worked consistency of less than 390 penetration units A.S.T.M. D-217-27-T."

—o—

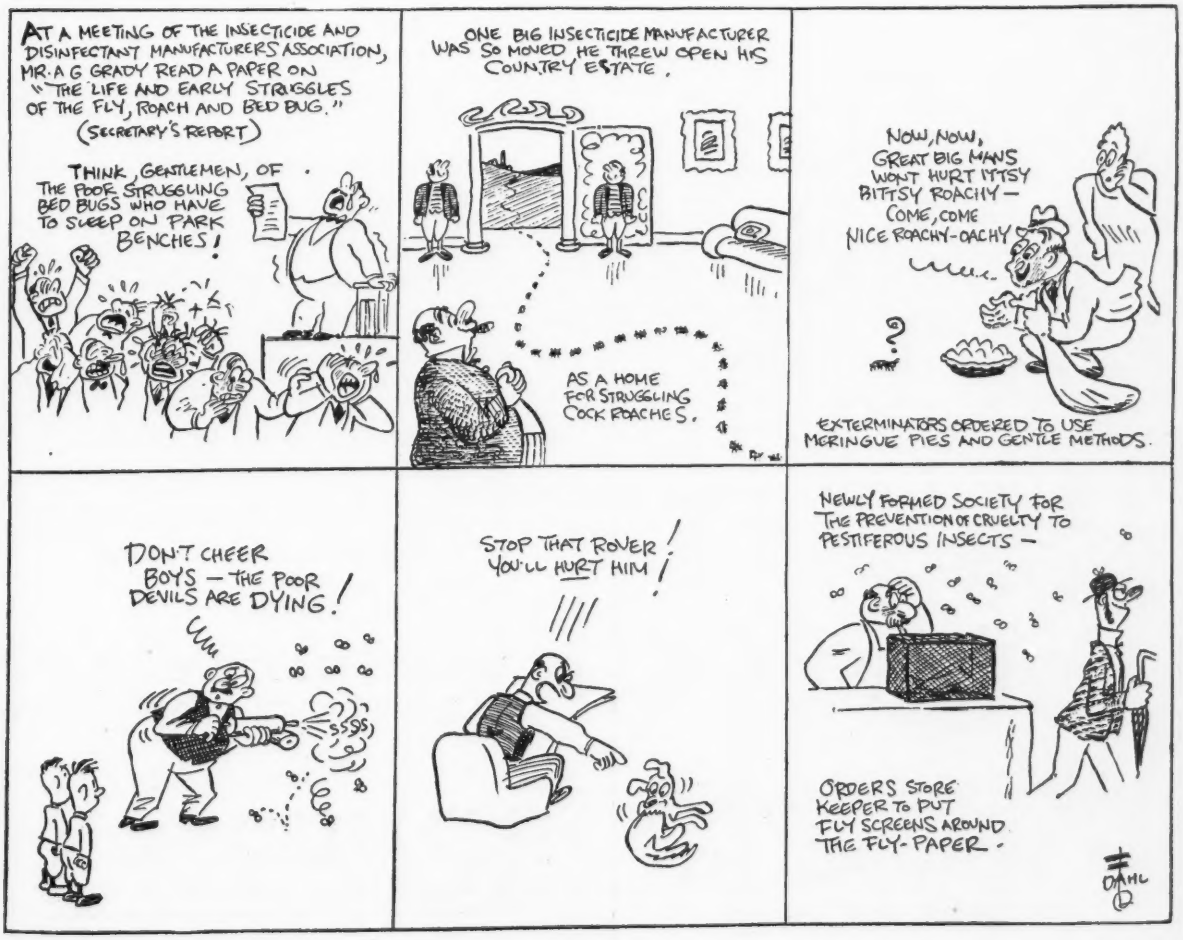
Exports of disinfectants, deordorants, germicides, etc., from United States in April, 1932, totaled 132,467 lbs., worth $12,708, as compared with 200,177 lbs., worth $23,211, in April, 1931.

Sinclair Refining Co. has designed a new display case for its "P. D." insecticide, suitable for floor use after serving its purpose as a window display. The display was designed so that the average woman's hand just reaches the top of the cans, making inspection easy.

—o—

After a number of months of experimentation on perfumes and various strengths of perfumes for sanitary products, including deodorizing materials, liquid soaps, and sprays, Fuld Brothers, Baltimore, state that their results show there is no common preference for any particular type of odor. They found comparatively little interest in public places in the perfumes used in the products, and lay this to too great a similarity in the odors used by various manufacturers. They point out that greater individuality of odors is needed.

STRUGGLING ALONG ***By Dahl***


AT A MEETING OF THE INSECTICIDE AND DISINFECTANT MANUFACTURERS ASSOCIATION, MR. A G GRADY READ A PAPER ON "THE LIFE AND EARLY STRUGGLES OF THE FLY, ROACH AND BED BUG."
(SECRETARY'S REPORT)
THINK, GENTLEMEN, OF THE POOR STRUGGLING BED BUGS WHO HAVE TO SLEEP ON PARK BENCHES!
ONE BIG INSECTICIDE MANUFACTURER WAS SO MOVED HE THREW OPEN HIS COUNTRY ESTATE.
AS A HOME FOR STRUGGLING COCK ROACHES.
NOW, NOW, GREAT BIG MANS WONT HURT ITTSY BITTSY ROACHY — COME, COME NICE ROACHY-OACHY
EXTERMINATORS ORDERED TO USE MERINGUE PIES AND GENTLE METHODS.
DON'T CHEER BOYS — THE POOR DEVILS ARE DYING!
STOP THAT ROVER! YOU'LL HURT HIM!
NEWLY FORMED SOCIETY FOR THE PREVENTION OF CRUELTY TO PESTIFEROUS INSECTS —
ORDERS STORE KEEPER TO PUT FLY SCREENS AROUND THE FLY-PAPER.
DAHL

A cartoon in the Boston Herald by the famous Dahl. Picture No. 2 is reputed to be none other than Evans E. A. Stone, president of the Association at his country home in Scarsdale, N. Y. And view No. 3 is said to be Walter J. Andree of Sinclair and daddy of "P.D." The statement of William Zick of "Flit" in View No. 4, in addressing two of the lesser Zicks was said to be exaggerated. John Powell, the Association Treasurer, indicates his objection in View No. 6 to the use of fly paper for snaring flies. All drawn from life, especially the view of Doc Grady in the first picture. And now if you really want to read Mr. Grady's heartrending paper,

turn to page 91 of this issue

"IT"

BOUQUET

The season's "smash hit." The one bouquet that solves the problem of cost at no sacrifice to efficiency. One ounce to the gallon effectively masks your base and imparts a delightful fragrance to the finished spray. Improve your product NOW. Use "IT"

M&R MAGNUS

MM&R

MAGNUS, MABEE & REYNARD, INC.

ESSENTIAL OILS

32 CLIFF ST.

NEW YORK, N. Y.

Are you letting George do it?

After the laboratory tests have shown that your insecticide is a "killer," that it does the work and meets all standards . . . what then? Are you letting our mutual friend, George, take care of its application?

Any existing antagonism on the part of the American housewife toward insecticides can invariably be traced to incorrect application . . . in short, the wrong type of sprayer. You, as a manufacturer, cannot afford to intrust to "any old sprayer" the most important factor in the success of your product . . . *its application.*

YOU CANNOT AFFORD TO LET GEORGE DO IT!

H.D.HUDSON MANUFACTURING CO.

589 E. ILLINOIS ST.
CHICAGO, ILL.

New York City Minneapolis, Minn. Omaha
San Francisco Philadelphia Kansas City, Mo.

Gross Dealer Profit on Sprays 36%

THE gross margin of profit on liquid insecticides for the retail drug dealer is 36% and on powdered insecticides 39%, according to figures given by Nelson A. Miller before the National Drug Store Survey Conference in St. Louis, held in conjunction with the Drug Store Survey being conducted by the Department of Commerce. In the insecticide group, the business was reported divided about equally between liquids and powders, these two comprising 97% of the total. Pastes and other forms made up the other 3%.

In the antiseptic group are included germicides, oral antiseptics and first-aid items. Sixty-three per cent of the sales among these items are represented by oral antiseptics of which fifty-two different items were carried in stock. The gross margin of profit on oral antiseptics was only 29.1% against 35.3% for the entire antiseptic group. The average sale in this group was 51c for germicides, 44c for oral antiseptics, and 19c for first-aid items. Oral antiseptics turned twice as rapidly as either of the other groups with an annual turnover of approximately five times. Among disinfectants and deodorants, only ten per cent of the total sales were for fumigators or similar products.

A comparison of antiseptics, disinfectants, and insecticides with other general drug store merchandise is shown from an analysis of two typical stores, one doing a gross of $31,000 and the other $79,000 annually. The figures* follow:

STORE A—ANNUAL VOLUME, $79,000

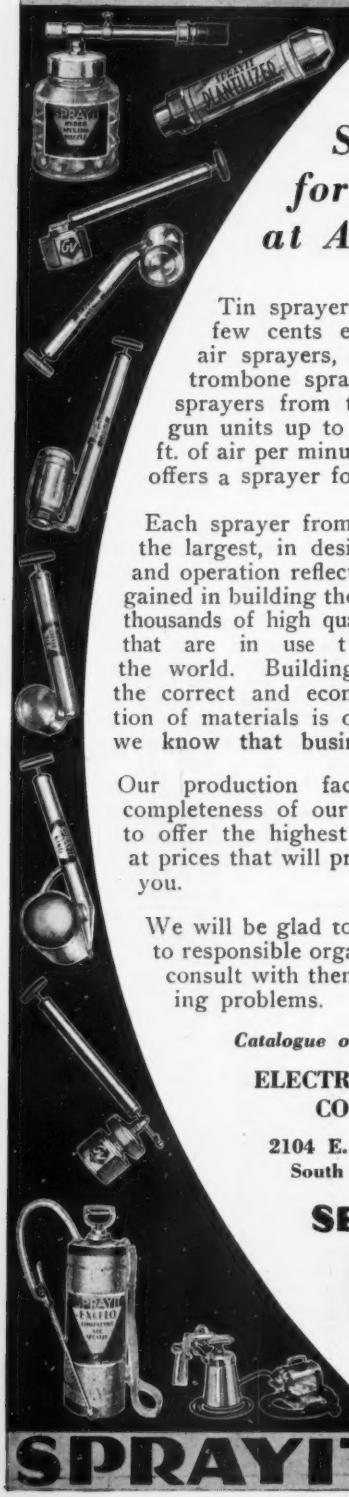
	Avg. No. of Items	Avg. Inv. Value	No. of Trans.	% of Total	Sales Vol.	% of Total	% Gross Margin Total Sales	Rate of Turnover	Avg. Sale
Miscellaneous	172.	165.93	575	3.78	254.94	4.42	38.7	1.88	.443
Antiseptics	110.	254.77	1444	9.49	625.39	11.83	32.3	3.32	.433
Cough Drops, Lozenges	27.	69.20	504	3.31	51.46	.89	37.9	.92	.102
Disinfectants, Deodorants	17.5	36.27	225	1.48	78.57	1.36	24.2	3.28	.349
Emulsions, Cod Liver Oils	61.	442.74	242	1.59	244.63	4.24	36.1	.71	1.011
Eye Preparations	18.5	19.58	45	.30	22.56	.39	45.8	1.25	.501
Foods—Milks	86.	145.16	788	5.18	279.79	4.85	30.2	2.69	.355
Foot, Corn, Bunion Prep	62.	133.72	626	4.11	183.33	3.17	37.8	1.71	.293
Insecticides	89.5	161.47	1129	7.42	554.72	9.61	34.4	4.51	.491
Laxatives—Liquid	63.	388.74	2157	14.17	865.99	15.00	39.6	2.69	.401
Liniments	92.5	118.72	741	4.87	302.74	5.24	48.7	2.62	.409
Ointments, Salves, Jellies	169.	207.12	1217	7.99	414.98	7.19	36.9	2.53	.341
Pet Remedies	82.5	74.92	953	6.26	221.31	3.83	38.1	3.66	.232
Pills	72.5	79.54	354	2.32	125.00	2.17	40.5	3.	.353
Capsules	24.	40.20	114	.75	82.36	1.43	41.3	2.41	.722
Tablets	225.5	423.11	2500	16.42	697.97	12.09	37.4	2.07	.279
Salts	66.	128.19	849	5.58	262.80	4.55	36.2	2.62	.31
Suppositories	16.5	23.81	114	.75	79.75	1.38	39.6	4.04	.70
Syrups, Cough	55.	227.50	344	2.26	170.24	2.95	43.4	.85	.495
Teas	17.	13.71	63	.41	16.68	.29	41.7	1.42	.265
Tonics	83.	205.20	237	1.56	237.66	4.12	34.8	1.51	.100
Total	1610.	3359.60	15221	100.00	5772.87	100.00	37.2	2.16	.379
% of Total Store	24.87	24.19		7.28		14.52	13.23		

STORE C—ANNUAL VOLUME, $31,000

	Avg. No. of Items	Avg. Inv. Value	No. of Trans.	% of Total	Sales Vol.	% of Total	% Gross Margin Total Sales	Rate of Turnover	Avg. Sale
Miscellaneous	54.5	21.33	332	5.01	86.19	4.53	43.3	4.58	.260
Antiseptics	45.0	59.91	603	9.09	185.71	9.76	36.9	3.91	.308
Cough Drops, Lozenges	12.5	9.16	352	5.31	22.75	1.20	32.7	3.34	.065
Disinfectants, Deodorants	7.5	6.26	129	1.95	32.55	1.71	31.6	7.12	.252
Emulsions, Cod Liver Oils	25.5	19.32	32	.48	25.39	1.33	33.0	1.76	.794
Eye Preparations	3.0	1.94	13	.20	7.10	.37	41.0	4.32	.546
Foods—Milks	28.5	14.05	63	.95	27.55	1.45	35.9	2.51	.437
Foot, Corn, Bunion Prep	23.0	10.98	208	3.14	58.94	3.10	38.5	6.60	.283
Insecticides	40.0	17.20	276	4.16	82.77	4.35	36.3	6.13	.300
Laxatives—Liquid	41.0	55.67	1139	17.18	323.12	16.99	48.0	6.04	.284
Liniments	36.0	18.54	245	3.69	86.04	4.52	47.9	4.83	.351
Ointments, Salves, Jellies	58.5	29.67	476	7.18	130.83	6.88	37.0	5.56	.275
Pet Remedies	34.0	13.19	245	3.69	65.70	3.45	39.2	6.06	.268
Pills	23.0	9.02	61	.92	22.75	1.20	35.4	3.26	.373
Capsules	14.0	13.45	108	1.63	41.50	2.18	57.6	2.62	.384
Tablets	83.5	56.86	1534	23.13	314.05	16.51	38.8	2.76	.205
Salts	29.5	17.79	424	6.39	111.82	5.88	40.6	7.46	.264
Suppositories	5.5	2.10	36	.54	12.65	.67	44.3	6.70	.351
Syrups, Cough	30.5	33.94	207	3.12	105.91	5.57	44.5	3.46	.512
Teas	7.5	1.92	38	.57	8.69	.46	37.6	5.65	.229
Tonics	27.0	25.05	111	1.67	149.98	7.89	35.4	7.73	1.350
Total	629.5	437.35	6632	100.00	1901.99	100.00	40.8	5.15	.287
% of Total Store	25.84	20.50		4.31		12.17	13.03		

* Figures cover six months period, April 1 to Oct. 1, which, of course, includes the main insecticide season.

COMPLETE LINE of SPRAYING EQUIPMENT



There's a SPRAYIT for Any Need at Any Price

Tin sprayers that sell for a few cents each, compressed air sprayers, bucket sprayers, trombone sprayers, electric sprayers from the smallest cup gun units up to outfits of 10 cu. ft. of air per minute. Only Sprayit offers a sprayer for every purpose.

Each sprayer from the smallest to the largest, in design, construction and operation reflects the experience gained in building the thousands upon thousands of high quality SPRAYITS that are in use throughout the world. Building equipment for the correct and economical atomization of materials is our business and we know that business thoroughly.

Our production facilities and the completeness of our line enables us to offer the highest quality sprayer at prices that will prove attractive to you.

We will be glad to submit samples to responsible organizations and to consult with them on their spraying problems.

Catalogue on request

ELECTRIC SPRAYIT COMPANY

2104 E. Colfax Ave., South Bend, Ind.

SEND FOR NEW 32 CATALOG

SPRAYIT

REILLY

Coal Tar PRODUCTS
Carbon PRODUCTS
Chemicals

CRESYLIC ACID
CRESOL
CRESOL U. S. P.
XYLENOL
TAR ACID OILS

-- and other Coal Tar Chemicals for the

SOAP and DISINFECTANT INDUSTRY

REILLY

CHEMICAL CO., Inc.

Merchants' Bank Bldg.
INDIANAPOLIS

Say you saw it in SOAP!

Registration at Chicago Meeting

The following members and guests of the National Association of Insecticide & Disinfectant Manufacturers, Inc., were among those who registered at the 18th annual mid-year meeting held at the Edgewater Beach Hotel, Chicago, on May 23 and 24:

Evans E. A. Stone, Wm. Peterman, Inc., New York; Peter Dougan, Merck & Co., Rahway, N. J.; Dr. Robert C. White, Robert C. White Co., Philadelphia; A. A. Bruer, Breuer Electric Mfg. Co., Chicago; A. Fabey, American Disinfecting Co., Sedalia, Mo.; Henry A. Nelson, Chemical Supply Co., Cleveland; J. L. Brenn, Huntington Laboratories, Inc., Huntington, Ind.; B. G. Philbrick, Skinner & Sherman, Inc., Boston; Walter K. Wilson, General Laboratories, Inc., Madison, Wis.; W. A. Hadfield, General Laboratories, Inc., Madison, Wis.; Dr. Alfred Weed, John Powell & Co., Inc., New York; Joseph Fuld, Fuld Brothers, Baltimore; Dr. E. Klarmann, Lehn & Fink, Inc., Bloomfield, N. J.; G. A. N. King, McLaughlin, Gormley, King Co., Minneapolis; Ralph Bloom, The Cino Chemical Products Co., Cincinnati; Dr. Louis M. Roeg, Merck & Co., Inc., Rahway, N. J.; V. W. Mider, U. S. Chemical Co., Greenville, O.

W. R. Hills, Masury-Young Co., Boston; F. O. Huckins, Toledo Rex Spray Co., Toledo; Dr. O. F. Hedenburg, Toledo Rex Spray Co., Pittsburgh; S. S. Selig, The Selig Co., Atlanta; J. V. Halaska, Acme Chemical Co., Milwaukee; N. J. Gothard, Sinclair Refining Co., Chicago; Dr. C. H. Peet, Rohm & Haas Co., Inc., Philadelphia; Wallace Thomas, Gulf Refining Co., Pittsburgh; Dr. George F. Reddish, Lambert Pharmacal Co., St. Louis; John Powell, John Powell & Co., Inc., New York; O. L. Williams, Williams Sealing Corp., Decatur, Ill.; H. W. Hamilton, White Tar Co., Pittsburgh; W. J. Andree, Sinclair Refining Co., New York; S. G. Scott, Williams Sealing Corp., Chicago; Frank J. Pollnow, Vestal Chemical Co., St. Louis; J. H. Carpenter, Koppers Products Co., Pittsburgh; Frederick A. Hoyt, Frederick Disinfectant Co., Atlanta; James Varley, Baird & McGuire, Inc., St. Louis; C. N. Black, S. B. Penick & Co., Chicago; R. C. Quortrup, The Barrett Co., New York; A. G. Grady, Sinclair Refining Co., East Chicago, Ind

J. A. Conner, O'Cedar Corp., Chicago; J. H. Wright, Zonite Corp., New York; S. H. Bell, Koppers Products Co., Pittsburgh; J. A. Cavanagh, Dow Chemical Co., Midland, Mich.; K. M. Pope, Rex Research, Inc., Toledo; Dr. A. Edison Badertscher, McCormick & Co., Inc., Baltimore; John C. Wolke, American Oil & Disinfectant Co., New York; Dr. E. Meyer, American Oil & Disinfectant Co., New York; W. M. Davis, McCormick & Co., Inc., Baltimore; G. A. Cammerer, Magnus, Mabee & Reynard, New York; E. E. Finnegan, American Can Co., Chicago; E. Hirschberg, Hirschberg Brothers, Chicago; Ira P. MacNair, MacNair-Dorland Co., New York; Dr. Wm. Dreyfus, West Disinfecting Co., New York; R. O. Jackson, West Disinfecting Co., Chicago; R. W. Birdsoll, Derris, Inc., New York; R. Wotherspoon, Derris, Inc., New York; A. Miller, Derris, Inc., Chicago; Ray Morris, Derris, Inc., Chicago.

L. J. La Cava, Continental Can Co., New York; G. E. Kummerow, Continental Can Co., Chicago; S. A. De Vries, Van Ameringen-Haebler, Inc., New York; W. J. Zick, Stanco, Inc., New York; J. W. Lourie, Lourie Sales Organization, Chicago; H. B. Thompson, Proprietary Association, Washington; P. J. Cosgrove, Topics Publishing Co., Chicago; Frank T. Robinson, Monsanto Chemical Works, Chicago; F. A. Martin, B. Heller & Co., Chicago; C. H. Boys, Hercules Powder Co., Chicago; Dr. James K. Stewart, Anderson-Prichard Oil Corp., Chicago; D. P. Lewis, H. D. Hudson Mfg. Co., Chicago; M. C. Goodrich, H. D. Hudson Mfg. Co., Chicago; F. W. Wolff, E. I. DuPont de Nemours & Co., Wilmington; J. A. Walsh, C. B. Dolge Co., Westport, Conn.; Dr. C. C. McDonnell, Food & Drug Administration, Washington; W. H. Dietrich, J. I. Holcomb Mfg. Co., Indianapolis; H. M. Clark, Dr. Hess & Clark, Inc., Ashland, Ohio; W. E. Warrington, J. I. Holcomb Mfg. Co., Indianapolis; W. R. Hatton, J. I. Holcomb Mfg. Co., Indianapois; A. S. Slack, E. I. DuPont de Nemours & Co., New York; G. N. Case, Green Oil Soap Co., Chicago.

Dr. L. C. Himebaugh, Pease Laboratories, Inc., New York; M. V. Pennol, Monsanto Chemical Works, Chicago; Roland E. Sturhahn, Monsanto Chemical Works, St. Louis; Ralph Jennings,

(*Turn to Page* 115)

Himebaugh Joins Pepsodent

Lester C. Himebaugh whose association with the Pease Laboratories, New York, dates back to 1909, and who is widely known in the American disinfectant and drug industries as a bacteriologist, joined the staff of the Pepsodent Company, Chicago, on July 1. Mr. Himebaugh will be Director of Research for Pepsodent. He has been director of the department of biochemistry and bacteriology for Pease Laboratories for a number of years. From 1909 to 1914, he was with Pease. From 1914 to 1921, he was general manager of the British-American Manufacturing Co., rejoining Pease then and remaining until his recent move. He will be located at the Chicago laboratories of Pepsodent. He graduated from Colorado College in 1907 and engaged in post graduate work at the Harvard Medical School. He has been an active member of scientific committees of the National Association of Insecticide & Disinfectant Manufacturers for many years and is the originator of several testing methods for disinfectants and antiseptics.

L. C. Himebaugh

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McCormick & Co., Baltimore, have changed the designs of their powder and liquid insecticide packages so that both are now carried in containers of identical color combinations and design. Both are red cans with the wide yellow band around the top with a triangle of black and the bee trade mark in red and yellow. Much of the reading matter has been removed from the can and uses are now illustrated with pictures. Redesigning of the packages was done under the supervision of C. P. McCormick, vice-president of the company.

—o—

E. I. du Pont de Nemours & Co. has introduced a new type insecticide recently, which is said to be particularly effective in the control of many kinds of beetles.

Finer Atomization With

THE NEW

TORNADO Compressor Type Electric Sprayer

A leader for years in the manufacture and sale of Portable Electric Sprayers, Breuer has maintained an enviable position by keeping step with the needs of the insecticide trade.

Now, the new TORNADO Model 53, illustrated, is ready for your inspection and use—greater power, finer atomization with new, positive pressure compressor construction, a beautiful custom-built job guaranteed to please your customers—complete, new design and operation—compact, self-contained, one hand unit—positively the most economical and efficient modern method for applying insecticides, disinfectants and germicides. Just the speedy, efficient, all-purpose unit you have always wanted to stimulate business.

The first manufacturer to see and use this new spray performance ordered 180 units immediately! Let us send you sample on free trial so that you too may use and inspect this unit. No obligation. Write us today for complete information.

New Features You'll Like!

1—Not a blower type incorporates a real air compressor fan unit.
2—Positive pressure compressor operation atomizes insecticides into finest smoke mist obtainable.
3—A real, self-contained one-hand unit.
4—Compact, all aluminum construction with quart container.
5—No shoulder straps or hose to trouble.
6—Powerful ⅙ H.P. G.E. Universal Motor.
7—Weight only 4 pounds.
8—Just plug in — instant operation.
9—Fastest, finest insecticide atomization obtainable.

We also make Model 6 Tank Type and Model 50 Blower Type Sprayers —leaders for years.

BREUER ELECTRIC MFG. CO.
862 Blackhawk St. Chicago, Ill.

Cans . .

Fibre Ends
Metal Ends

for Dry Products

Insecticide Cans
Moth Cake Cans
Powdered Soap Cans
Cleanser Cans
Deodorant Cans

The finest fibre Can and Tube Service in America

SEFTON

NATIONAL FIBRE CAN CO.
3207 Big Bend Road
MAPLEWOOD, ST. LOUIS, MISSOURI
Plants in Chicago, New Iberia, La., and St. Louis, Mo.

for mixing para products

Experimenting with Paradichlorobenzene Crystals, suitable binders, colors, etc., we find that good mixing produces a better looking, smoother and more attractive block than where the mixture is just stirred in a pan with a paddle, consequently we have devised the mixing machine herewith illustrated which does the work perfectly, and, in the one case with the mere twist of a lamp socket switch. The No. 748 may be operated by hand where electric power is not available. The motor operated mixer No. 749 represents an investment of twenty-five dollars additional and it is fully worth it. Or, you may supply any slow-speed motor you have available, sheave pulleys, V belting being supplied by us at a nominal cost.

If you make floor sweeping compound ask for particulars of a machine we have devised for that purpose.

HUBER MACHINE CO.
261 — 46th St. Brooklyn, N. Y.
Makers of good soap machinery for forty years.

Say you saw it in SOAP!

Selling Insecticides

(*From Page* 101)

These figures speak for themselves. An overwhelming preference of dealers is for newspapers as first choice as advertising medium. They know the full effect of a newspaper insertion, a radio broadcast, a magazine advertisement and other types of advertising. The media that moves stock from the dealers' shelves sells goods for you. The second and third choices are well split up between radio and window displays, with magazines and special price receiving the least consideration.

Chart No. 10. This chart shows the retail outlets in the five principal classifications of business that sell the most insecticides. These are drug stores, both chain and independent; grocery stores, chain and independent; hardware stores; department stores, chain and independent; variety stores, chain and independent.

Within the trading areas of the 106 major market newspapers who conducted the survey, there are:

82.6% of all independent drug stores in the United States.

81.7% of all chain drug stores in the United States.

82.7% of all independent grocery stores in the United States.

89.8% of all chain grocery stores in the United States.

80.5% of all hardware stores in the United States.

73.2% of all independent Dept. stores in the United States.

71.1% of all chain Dept. stores in the United States.

82.2% of all independent 5c-$1 stores in the United States.

78.7% of all chain 5c-$1 stores in the United States.

This insecticide survey is typical of the many studies we have compiled in assisting manufacturers to determine those markets in which their advertising will prove most effective and at the same time obtain the dealers' opinions regarding vital points in merchandising and advertising.

——o——

American brands of household insecticides account for about 50 per cent of the total trade in spray products in the Uruguayan insecticide market, according to a U. S. Dept. of Commerce report. A domestic compound manufactured in Montevideo under the trade name "Flap" comprises about 25 per cent of the total sales and is extensively advertised. The remaining 25 per cent of sales are made up of other locally made brands and imports. Aside from "Flap" there are two manufacturers of importance, including the Instituto de uimica Industrial which is a government organization that has been marketing "Kitol" with moderate success.

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Nitre cake or similar sodium acid sulfate is mixed with aluminum sulfate to give a disinfectant and cleansing agent, when this mixture is subjected to prolonged fusion. The proportion of aluminum sulfate in the mixture may be eight to twelve per cent. The mixture is cooled slowly after fusion and ground. British Patent 362,363.

Chicago Registration

(*From Page* 113)

J. L. Hopkins & Co., Chicago; Walter Goff, J. L. Hopkins & Co., Chicago; M. F. Cotes, Arwell Products Co., Waukegan; Dudley F. Lum, Givaudan-Delawanna, Inc., Chicago; Martin B. Vance, Givaudan-Delawanna, Inc., Chicago; R. S. Solinsky, Continental Can Co., Chicago; John F. Fenn, Continental Can Co., Chicago; J. C. Bennett, Wilson & Bennett Mfg. Co., Chicago; L. S. Paddock, Swift & Co., Chicago; K. J. Fanshier, Oil, Paint & Drug Reporter Chicago; C. G. Ferguson, Illidela Corp., Chicago; D. Honoroff, Diana Mfg. Co., Portage, Wis.; E. H. Uhlmann, Chemical & Engineering Co., Chicago; C. Hermann, Clean Home Products Corp., Chicago; B. Brown, Clean Home Products Corp., Chicago, M. Hartstein, Felton Chemical Co., Chicago.

M. B. Jester, Calumet Refining Co., Chicago; H. A. Brin, S. C. Lawlor Co., Chicago; R. O. Cowin, Standard Oil Co. (Ohio), Cleveland; C. H. Brundage, The Brundage Bros. Co., Toledo; A. Srebren, Sherwood Petroleum Co., Chicago; C. A. Seguin, C. A. Seguin Co., Chicago; F. Schultz, Foley & Co., Chicago; C. W. Manville, Shell Petroleum Corp., St. Louis; Joseph A. Gauer, Fritzsche Brothers, Inc., Chicago; Dr. Wm. Downs, Dr. Downs Laboratory, Chicago; E. M. Tysdal, Ungerer & Co., St. Louis; H. J. Ahles, John Powell & Co., Chicago; V. A. Snell, Lowell Sprayer Co., Lowell, Mich.; Harry W. Cole, Baird & McGuire, Inc., Holbrook, Mass.; C. C. Baird, Baird & McGuire, Inc., Holbrook, Mass.; H. E. Daniels, West Disinfecting Co., Chicago; J. B. Foley, Foley & Co., Chicago; W. J. Breun, Brooms, Brushes & Mops, Milwaukee; Dr. D. E. Combs, Proprietary Association, Chicago; Melville Keim, Clean Home Products Corp., Chicago.

Benjamin Alexander, Eagle Soap Co., Chicago; Charles E. Krebs, American Standard Mfg. Co., Chicago; W. J. McCarthy, Metal Package Corp., Chicago; J. H. DeLacy, Metal Package Corp., Chicago; T. J. Beirne, Metal Package Corp., Chicago; E. C. Kratsch, Natl. Sanitary Supply Assn., Milwaukee; Elmer W. Roetter, Republic Chemical Co., Chicago; John A. Martin, Oil, Paint & Drug Reporter, Chicago; K. Peterson, Sinclair Refining Co., E. Chicago, Ind.; Miss Lillian Koppelman, U. S. Sanitary Spec. Corp., Chicago; Edward N. Goldey, The Bliss Exterminator Co., New York; Grant A. Dorland, MacNair-Dorland Co., New York; O. D. Prine, McCormick & Co., Chicago; C. E. Leamann, Chicago; Harlow P. Roberts, Pepsodent Company, Chicago; Walter S. McCloud, W. B. McCloud & Co., Chicago.

Gordon G. Terris, W. B. McCloud & Co., Chicago; Robert J. Giardino, W. B. McCloud & Co., Chicago; A. G. Weeks, W. B. McCloud & Co., Chicago; A. S. LaZoris, Lanvoix Chemical Co., Chicago; H. E. Jennings, Smithereen Co., Chicago; C. Norman Dold, Rose Rat Exterminator Co., Chicago; Frank Z. Woods, Allaire-Woodward Co., Chicago; H. S. Burr, Bur. of Foreign & Dom. Comm., Chicago; Dr. Hugo Hartnack, Hartnack Exterminating Service, Chicago; W. S. Burgess, Burgess Chemical Co., Benton Harbor, Mich.; Wm. Higburg, Reilly Chemical Co., Indianapolis; W. J. Dunnican, International Comb. Tar & Chemical, Chicago; J. A. A. Scott, Merck & Co., Inc., Chicago; C. A. Seiffe, Zonite Sales Corp., Chicago; S. J. Katz, Koppers Products Co., Chicago; D. A. Bennett, Albert Verley, Chicago.

——o——

Crude Drug Importers, New York, announce the appointment of R. M. Stevenson as representative in Ohio and Michigan. His headquarters will be at 506 Donovan building, Detroit. Mr. Stevenson is widely known in the drug trade in the middle west, and also has a considerable acquaintance in the east where he was located for a number of years. New York offices of Crude Drug Importers, of which Harold R. King is president, are maintained at 123 William street.

——o——

A firm on the island of Puerto Rico has started an extensive campaign on the sale of a locally manufactured insecticide spray which sells under the name "Sello Rojo."

THE BEST AMMUNITION

GRANULATED OR POWDERED

PYRETHRUM

CONCENTRATED EXTRACT

Our analytical and research laboratories guarantee uniform quality and toxic value. We have specialized in Pyrethrum for almost half a century.

McCORMICK & CO., INC.
BALTIMORE, MD.

LIGHTNIN PORTABLE MIXERS

FAMOUS for their earning power in the process industries.

The large savings gained are *NET PROFITS* to your company

Thousands of plants are economizing daily by the modern LIGHTNIN method of mixing soap solutions, lotions, creams, perfumes, disinfectants, insecticides, chemicals and numerous other fluid products.

LIGHTNIN Mixers are built in *ALL SIZES* and various speeds. They clamp on any tank, kettle, barrel or vat, and give a thorough bottom to top turnover mixing action. *RECOGNIZED* as the most efficient and time saving means of mixing fluid and semi-fluid products.

Patented

Write for information.

ECONOMIZE the LIGHTNIN Way.

MIXING EQUIPMENT CO., INC.

Originators and Largest Manufacturers of Portable Electric Mixers

1044 Garson Ave., Rochester, New York

New York, N. Y. Chicago, Ill.

TRISODIUM PHOSPHATE

DISODIUM PHOSPHATE

Preferred for their colorless crystals, uniform size and sparkling appearance. Prompt deliveries made from convenient distributing points. Packed in 325-pound paper-lined barrels and paper-lined kegs. Also in bags.

BOWKER
CHEMICAL COMPANY
419 FOURTH AVE., N.Y.C.

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equipment, raw materials, etc., and can't find a ready source of supply, direct an inquiry to the Publishers of SOAP. The necessary information will be furnished promptly without charge.

MacNair-Dorland Co., Inc., 136 Liberty St., N. Y. C.

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